

A USEFUL LOOK AHEAD FROM WASHINGTON JANUARY 1968

Nation's Business



PRESIDENTIAL POSSIBLES: WHERE THEY STAND

Business forecast: Everything's headed up
How businessmen can swing votes

Nation's Business

A USEFUL LOOK AHEAD FROM WASHINGTON

INDEX FOR 1968

A USEFUL LOOK AHEAD FROM WASHINGTON DECEMBER 1967

Nation's Business

Unions are raiding your rights
Putting blacks in the black
How do you rate as an executive?



RUSSIA:
FUTURE
FRIEND
OR
FOE?

A

AAMA
see under AMERICAN APPAREL MANUFACTURERS ASSOCIATION.

AAR
see under ASSOCIATION OF AMERICAN RAILROADS.

ABA
see under AMERICAN BANKERS ASSOCIATION.

ABSENTEE BALLOT
If you care who runs the country. S 16.

ACACIA MUTUAL LIFE INSURANCE CO.
Direction: Up. O 39.

ADMINISTRATION, PUBLIC
How to save billions in tax dollars. Jl 48.

ADVERTISING
Business: A look ahead. Ja 61.
----- D 57.
The person nobody quite understands. My 48.

AER CORP.
Direction: Up. O 39.

AEROSPACE INDUSTRIES
Aerospace. James S. McDonnell. Ap 79.

AFL - CIO
see under AMERICAN FEDERATION OF LABOR - CONGRESS OF INDUSTRIAL ORGANIZATIONS.

After Viet Nam... Jl 64.

AGA
see under AMERICAN GAS ASSOCIATION.

AGRICULTURAL EXPORTS
Business: A look ahead. Ja 60.

AGRICULTURAL MACHINERY INDUSTRY
Farm and industrial equipment. William A. Hewitt. Ap 98.

AGRICULTURE
Will new monopoly force up prices? Je 40.

AGRICULTURE DEPARTMENT
see under U. S. AGRICULTURE DEPARTMENT.

AIDC
see under AMERICAN INDUSTRIAL DEVELOPMENT COUNCIL.

AIR FREIGHT SERVICE
Business: A look ahead. Mr 47.

AIR POLLUTION
Business: A look ahead. Jl 59.
Industry cleans up. S 56.
Myths about pollution. S 64.
Physical environment. The: If we don't control it, it may control us. Stewart L. Udall. Je 64.
Why we'll all breathe easier. S 65.

AIR TRAFFIC
Washington: A look ahead. O 7.

AIR TRANSPORT ASSOCIATION
Business: A look ahead. Mr 47.
----- Jl 59.
----- Ag 83.

AIR TRAVEL
Business: A look ahead. Jl 59.

AIRLINES
Airlines. Charles C. Tillinghast, Jr. Ap 81.
Business: A look ahead. D 56.
Is this any way to run the airlines? Alden H. Sypher. N 33.

AIRPLANE INDUSTRY - GREAT BRITAIN
Industry goes through the political wringer. An. Sterling G. Slaphey. Ag 36.

AIRPLANES, MILITARY
Our most fantastic flying machine. Robert W. Ireland. Mr 48.

AIRPLANES - NOISE
Business: A look ahead. Ag 83.

ALUMINUM INDUSTRY
Aluminum. R. S. Reynolds, Jr. Ap 80.

AMA
see under AMERICAN MANAGEMENT ASSOCIATION.

AMERICAN AIR LINES, INC.
Return of the road show. D 24.

AMERICAN APPAREL MANUFACTURERS ASSOCIATION, INC.
Industry salesmen's earnings mount. Ag 16.

AMERICAN BANKERS ASSOCIATION
Business: A look ahead. Ja 60.
Ready for the checkless society? Fe 20.

AMERICAN CHAIN & CABLE CO., INC.
Everything's headed up. Ja 32.

AMERICAN FEDERATION OF LABOR - CONGRESS OF INDUSTRIAL ORGANIZATIONS
Why unions are running scared in '68. Je 36.

AMERICAN GAS ASSOCIATION
Business: A look ahead. D 56.

AMERICAN INDUSTRIAL DEVELOPMENT COUNCIL
How to woo and win industry. N 83.
What is AIDC? Emery D. Hoenshell. N 84.

AMERICAN INSTITUTE OF ARCHITECTS
Business: A look ahead. Fe 60.

AMERICAN MACHINE & FOUNDRY CO.
Business optimism fading for second half. Jl 36.

AMERICAN MANAGEMENT ASSOCIATION
Theorist's role - and the manager's. N 16.

AMERICAN PETROLEUM INSTITUTE
Business: A look ahead. Fe 61.

AMERICAN PLYWOOD ASSOCIATION
If rioting erupts. Ag 16.

AMERICAN SAMOA
Trouble in paradise. Tait Trussell. Jl 82.

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES
American Society of Association Executives, The. Richard A. Anderson. Je 69.

AMERICAN STEAMSHIP LINES
Business: A look ahead. My 68.

AMERICAN TELEPHONE AND TELEGRAPH CO.
Communication. H.I. Romnes. Ap 88.

AMERICAN VITRIFIED PRODUCTS CO.
Business: A look ahead. Ja 60.

AMPEX CORP.
Business optimism fading for second half. Jl 36.

And challenges you'll face. Ja 16.

Anderson, Richard A.
American Society of Association Executives, The. Je 69.

Appealing to a mass market. Lessons of Leadership. Part XXXVIII. (Ray A. Kroc) Jl 71.

APPLIANCES
see under DOMESTIC APPLIANCES.

ARABIAN AMERICAN OIL CO.
Partners for profit and progress. Sterling G. Slappey. Ja 80.

ARAMCO
see under ARABIAN AMERICAN OIL CO.

ARCHITECTS
Business: A look ahead. Fe 60.

Are you paid enough? S 22.

ARMOUR AGRICULTURAL CHEMICAL CO.
Business: A look ahead. Jl 59.

ARMSTRONG CORK CO.
Business optimism fading for second half. Jl 36.
Direction: Up. O 39.
Everything's headed up. Ja 32.
Knowing your people's abilities. Lessons of Leadership. Part XXXIII. (M. J. Warnock) Fe 69.
What companies want most from young people. Sterling G. Slappey. Fe 87.

Art Buchwald's political prognostications, pot-pourri and poppycock. Ja 86.

Art exhibit builds image. Mr 18.

ART AND INDUSTRY
Art exhibit builds image. Mr 18.

ART SHIRT LTD.
Business optimism fading for second half. Jl 36.

ASIA, SOUTHEASTERN
When the war ends: A world of opportunities. Fe 36.

ASAE
see under AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES.

ASSOCIATION OF AMERICAN RAILROADS
Business: A look ahead. Fe 61.

ASSOCIATIONS
Business environment, The: Modern problems, modern solutions. Arthur H. Motley. Je 56.

ASTROSPHERE
Return of the road show. D 24.

At least it releases our hostilities. Alden H. Sypher. Fe 31.

ATA
see under AIR TRANSPORT ASSOCIATION.

ATLANTA
"Fill 'er up -." Fe 18.

ATLANTIC COUNCIL OF THE UNITED STATES
We must heal U. S. - Europe rift. Gene E. Bradley. Fe 78.

ATOMIC ENERGY
Business: A look ahead. Mr 47.

ATOMIC POWER
Business: A look ahead. D 57.

AT&T
see under AMERICAN TELEPHONE AND TELEGRAPH.

Austin, J. Paul
Soft drinks. Ap 117.

Authoring success. Lessons of Leadership. Part XXXII. (Bennett Cerf) Ja 74.

AUTOMOBILE ACCIDENTS
Why safety laws aren't safe. Alden H. Sypher. Mr 29.

AUTOMOBILE INDUSTRY
Automobiles. Henry Ford, II. Ap 82.
Business: A look ahead. Je 73.

AUTOMOBILE INSURANCE
see under INSURANCE, AUTOMOBILE.

AUTOMOBILES
They won't stop just at the knee. Alden H. Sypher. D 31.

AUTOMOBILES - SAFETY MEASURES
Why safety laws aren't safe. Alden H. Sypher. Mr 29.

Avila, Charles F.
Way to end power blackouts, The. Mr 45.

Awful alternative to real economy, The. Felix Morley. Fe 27.

B

BACHE & CO., INC.

Updating Wall Street. Lessons of Leadership. Part XXXV. (Harold L. Bache) Ap 71.

BALANCE OF PAYMENTS

How sound is your dollar? Mr 33.
Of sovereigns and spendthrifts. Felix Morley. Ja 25.
Wrong medicine for a sick dollar, The. Je 48.

BALTIMORE

If "there's bloodshed coming." Mr 72.

BANK OF AMERICA

Banking. R. A. Peterson. Ap 84.
Everything's headed up. Ja 32.
Sue now, pay later. Ap 16.

BANK OF DELAWARE

Direction: Up. O 39.

BANKERS TRUST CO.

Business optimism fading for second half. JI 36.

Direction: Up. O 39.

Everything's headed up. Ja 32.

BANKRUPTCY

Not much of a status symbol. Ja 19.

BANKS AND BANKING

Banking. R. A. Peterson. Ap 84.

Business: A look ahead. Mr 46.

----- Je 72.

----- D 57.

How sound is your dollar? Mr 33.

BARRY, R. G., CORP.

Breakthrough in accounting? JI 21.

BASKETBALL

Where hot shots run the business. D 84.

BATTEN, WILLIAM M.

Retailing. Ap 113.

BISUMHART, RAYMOND

Making an honest buck. Ag 84.

BAY COLONY

Business: A look ahead. Je 72.

BBB

see under BETTER BUSINESS BUREAU.

BECHTEL CORP.

Construction. S. D. Bechtel, Jr. Ap 90.

Being pennywise and pound shrewd. Lessons of Leadership. Part XLIII. (Roy Thomson) D 47.

BERCHER, HARRY O.

Spotting the comers. Lessons of Leadership. Part XLII. N 70.

Best boss - tough or soft. The? Ag 19.

BETHLEHEM STEEL CORP.

Business optimism fading for second half. JI 36.
Direction: Up. O 39.
What companies want most from young people.
Sterling G. Slappey. Fe 89.

Better break on pensions. Fe 18.

BETTER BUSINESS BUREAU

Get rich, or go broke? Mr 16.

Better late than never? JI 22.

BFS PSYCHOLOGICAL ASSOCIATES

Late bloomers who did well. Ag 19.

BILLINGTON, FOX & ELLIS, INC.

Six rules for job switching. Mr 18.

BLOUNT BROTHERS CORP.

Tackling the tough ones. Lessons of Leadership. Part XXXVI. (Winton M. Blount) My 38.

BLOUNT, WINTON M.

Tackling the tough ones. Lessons of Leadership. Part XXXVI. My 38.

BOARD FOR FUNDAMENTAL EDUCATION

Six ways to put people to work. Walter Wingo. Ag 42.

Bohen, Fred

Publishing. Ap 110.

BOOKS

Authoring success. Lessons of Leadership. Part XXXII. (Bennett Cerf) Ja 74.
For his personal bookshelf. D 24.

Boom nobody wants, The. S 76.

BORDEN CO.

Direction: Up. O 39.

BORG - WARNER CORP.

Danger signs for America's inventive genius. Mr 83.
Environmental control. Robert S. Ingersoll. Ap 97.

BOYCOTT

Can they pull off a nationwide boycott? O 46.

BOYD, VIRGIL E.

Reasons top executives change jobs, The. Fe 84.

BOYDEN ASSOCIATES, INC.

Reasons top executives change jobs, The. Fe 84.

BOYDEN, SIDNEY

Reasons top executives change jobs, The. Fe 84.

Bradley, Gene E.

We must heal U. S. - Europe rift. Fe 78.

Bradley, James R.

Which industries go where. N 110.

BREAD BASKET

"Fill 'er up -." Fe 18.

Breakthrough in accounting? JI 21.

Brightening up that speech. Ap 18.

Broken dream may yet come true, The. Alden H. Sypher. O 35.

BROKERS

Updating Wall Street. Lessons of Leadership. Part XXXV. (Harold L. Bache) Ap 71.

Buchwald, Art.

Art Buchwald's political prognostications, potpourri and poppycock. Ja 86.

BUCKYRD - ERIE CO.

Business optimism fading for second half. Jl 36.

Direction: Up. O 39.

BUDGET - UNITED STATES

George Mahon: Why he hates to spend. Vernon Louviere. Fe 52.

Wilbur Mills: What's his tax strategy. Vernon Louviere. Fe 49.

Play's the thing; hang the expense, The. Alden Sypher. Ap 31.

What's essential? Ag 88.

Where spending could be cut. Ja 72.

Words don't go with the music, The. Alden H. Sypher. My 31.

BUILDING INDUSTRY

Business: A look ahead. Je 72.

BUREAUCRACY

How to save billions in tax dollars. Jl 48.

No bureaucracy? My 92.

Some hope for troubled cities. Alden H. Sypher. Jl 33.

Washington's discovery. Jl 88.

BURLINGTON INDUSTRIES, INC.

Textiles. Charles F. Myers, Jr. Ap 122.

BURNS, W. SHERMAN

Industrial security expert tells how to guard your business. Mr 64.

Burow, Richard E.

Furniture. Ap 101.

BUSINESS

Business led the fight for liberty. Bob Considine. Ap 65.

Does Washington force racial bias? Paul Fannin. Mr 76.

Frantic future, The. Ag 32.

Future of 34 industries, The. Ap 78.

Helping Negro business prosper. Carter Henderson. Ag 50.

How George Wallace stands on business issues. S 52.

How Hubert Humphrey stands on business issues. S 44.

How men of commerce made New York. Wilbur Martin. Ap 58.

How Richard Nixon stands on business issues. S 48.

If police prepare for the worst. Mr 68.

If riots erupt again... Mr 62.

Industrial security expert tells how to guard your business. Mr 64.

Modern business methods revive an ancient land. Sterling G. Slappey. My 56.

BUSINESS (cont'd.)

Most costly words in business. My 19.

New reading of student views. Jl 22.

Operation shakedown. S 37.

Rise of the new cities. Ag 73.

200 years of business leadership. Ap 40.

What one company found. Ag 54.

Business: A look ahead.

----- Ja 60.

----- Fe 60.

----- Mr 46.

----- My 68.

----- Je 72.

----- Jl 58.

----- Ag 82.

----- O 98.

----- N 56.

----- D 56.

BUSINESS - CONSUMER RELATIONS

Eyeball to eyeball with customers. N 42.

BUSINESS DISTRICTS

Business: A look ahead. Mr 47.

BUSINESS EDUCATION

West Points of capitalism, The. John Costello. Je 70.

BUSINESS EDUCATIONAL SKILLS TRAINING

Six ways to put people to work. Walter Wingo. Ag 42.

Business environment, The: Modern problems, modern solutions. Arthur H. Motley. Je 56.

BUSINESS ETHICS

Making an honest buck. Raymond Baumhart. Ag 84.

BUSINESS FORECASTING

Business optimism fading for second half. Jl 36.

Direction: Up. O 39.

Everything's headed up. Ja 32.

BUSINESS GOALS

Goals of business, The. S 68.

BUSINESS - INTERNATIONAL ASPECTS

How sound is your dollar? Mr 33.

We must heal U. S. - Europe rift. Gene E. Bradley. Fe 78.

When the war ends: A world of opportunities. Fe 36.

Business led the fight for liberty. Bob Considine. Ap 65.

Business optimism fading for second half. Jl 36.

BUSINESS OUTLOOK SURVEY

Business optimism fading for second half. Jl 36.

Direction: Up. O 39.

Everything's headed up. Ja 32.

BUSINESS - POLITICAL ASPECTS

How businessmen can swing votes. Ja 62.

BUSINESS - SAFETY MEASURES

Life or death for your business? Ap 37.

BUSINESS - SOCIAL ASPECTS

Credo for business. A. Fe 20.
Washington: A look ahead. Fe 7.

BUSINESSMEN

Can we solve America's problems? My 60.
Making an honest buck. Raymond Baumhart.
Ag 84.
Thank you, Mr. Businessman. Patricia
Carney. S 85.
Today's Horatio Alger heroes. Wilbur
Martin. My 91.
Where burglars get better break than
businessmen. Lowell B. Mason. Fe 64.
Why successful businessmen fail. Mortimer
R. Feinberg. My 78.

Businessmen's guide to European eating. D 68.

But it helps. D 88.

Butler, Thomas C.
Food marketing. Ap 102.

Buy it - or lease it? My 19.

BUYING HABITS

The person nobody quite understands.
My 48.

C

CALCUTTA, INDIA

Some hope for troubled cities. Alden H.
Sypher. Jl 33.

CAMPS

Better late than never? Jl 22.

Can an underdog find love at the polls? Peter
Lissagor. Mr 21.

Can private colleges survive? Felix Morley.
N 27.

Can they pull off a nationwide boycott? O 46.

Can we solve America's problems? My 60.

CANCER

Business: A look ahead. O 98.

CAPITAL IMPROVEMENTS

Business: A look ahead. Ag 82.
Direction: Up. O 39.

CAREERS

New reading of student views. Jl 22.

CARNEY, PATRICIA

Thank you, Mr. Businessman. S 85.

CARRIER CORP.

Everything's headed up. Ja 32.

Case history of a successful move. Paul W.
Miller. N 92.

CASTELLI STEEL CORP.

Sell steel with sweatshirts. Ap 18.

CENSUS

How over census: Will we get the facts? O 80.

CERF, BENNETT

Authoring success. *Lessons of Leadership*.
Part XXXII. Ja 74.

CHAMBER OF COMMERCE OF NEW JERSEY

How businessmen can swing votes. Ja 62.

CHAMBER OF COMMERCE OF NEW YORK CITY

Business led the fight for liberty. Bob
Considine. Ap 65.

How men of commerce made New York. Wilbur
Martin. Ap 58.

CHAMBER OF COMMERCE OF THE UNITED STATES

Eyeball to eyeball with customers. N 42.
Goals of business, The. S 68.
It's still a hot topic. O 24.
Remedy for urban ills. Ag 56.
Tackling the tough ones. *Lessons of Leadership*.
Part XXXVI. (Winton M. Blount) My 38.
200 years of business leadership. Ap 40.

CHAMBERS OF COMMERCE

200 years of business leadership. Ap 40.

Change needed in picking politicians. N 119.

Changing association environment, The. Je 55.

Charles H. Percy: Waiting in the wings? Ja 40.

CHASE MANHATTAN BANK

Business optimism fading for second half. Jl 36.
Direction: Up. O 39.

CHEMICAL COMPANIES

How Dow saves lives. Fe 56.
What companies want most from young people.
Sterling G. Slapkey. Fe 89.

CHEMICAL INDUSTRY

Chemicals and plastics. Birny Mason, Jr. Ap 86.

CHERRY PIE

Cherry pie à la Washington. Fe 44.

Chief executive's duties. D 19.

CHINA (PEOPLES REPUBLIC)

Washington: A look ahead. My 7.

CIRCLE F INDUSTRIES

Art exhibit builds image. Mr 18.
Business: A look ahead. My 68.

CITIES AND TOWNS

Business: A look ahead. D 57.
Case history of a successful move. Paul W.
Miller. N 92.
How to plan for growth. Paul J. Pfister. N 86.
Remedy for urban ills. Ag 56.
Rise of new cities. Ag 73.
Some hope for troubled cities. Alden H. Sypher.
Jl 33.
200 years of business leadership. Ap 40.
Washington: A look ahead. Fe 7.
Which industries go where. James R. Bradley.
N 110.

CITRUS FRUIT

Business: A look ahead. Je 72.

CITRUS PRODUCTS

Business: A look ahead. Ag 82.

CITY PLANNING

Rise of the new cities. Ag 73.

CIVIL RIGHTS

How poverty program throws away dollars.

Shirley Scheibla. My 70.

Industrial security expert tells how to guard your business. Mr 64.

Civil Servants - a national asset. John W. Macy, Jr. D 76.

CLARK EQUIPMENT CO.

Business: A look ahead. Ag 82.

Clever people, these Americans. N 18.

CLOTHING INDUSTRY

Clothing. John D. Gray. Ap 85.

COAL INDUSTRY

Business: A look ahead. My 69.

COCA - COLA CO.

Soft drinks. J. Paul Austin. Ap 117.

COLLEGE GRADUATES

Some helpful hints for Commencement speakers. Felix Morley. Je 29.

COLLEGE-LEVEL EXAMINATION PROGRAM

How to get more grads. Stanley Schuler. D 81.

College on the cuff. Mr 16.

COLLEGE STUDENTS

College on the cuff. Mr 16.

Today's Horatio Alger heroes. Wilbur Martin. My 91.

COLLEGES AND UNIVERSITIES

Can private colleges survive? Felix Morley. N 27.

How to cut college costs. Ap 18.

How to get more grads. Stanley Schuler. D 81.

COLORADO METAL PRODUCTS CORP.

Direction: Up. O 39.

COMBINED INSURANCE CO. OF AMERICA

How to motivate yourself and others. W. Clement Stone. JI 76.

COMMENCEMENT SPEAKERS

Some helpful hints for Commencement speakers. Felix Morley. Je 29.

COMMERCIAL BANK AT DAYTONA BEACH

Direction: Up. O 39

Everything's headed up. Ja 32.

COMMITTEE ON POLITICAL EDUCATION

Why unions are running scared in '68. Je 36.

COMMUNICATIONS

Being pennywise and pound shrewd. Lessons of Leadership. Part XLIII. (Roy Thomson) D 47.

COMMUNICATIONS INDUSTRY

Communication. H. I. Romnes. Ap 88.

COMMUNISM

How poverty program throws away dollars.

Shirley Scheibla. My 70.

Some hope for troubled cities. Alden H. Sypher. JI 33.

COMMUNITY ACTION PROGRAM

How poverty program throws away dollars.

Shirley Scheibla. My 70.

COMPANY CAR

What that company car should cost. Ag 19.

COMPETITION

And challenges you'll face. Ja 16.

Competitors bugging you? Ja 19.

COMPUJOB, INC.

Sorting out the seniors. D 19.

COMPUTER PAY-OFF

Business: A look ahead. Fe 61.

COMPUTERS

Not only for the giants. D 20.

You can get better facts. Joseph C. Mason. Je 96.

CONGRESS OF RACIAL EQUALITY

If "there's bloodshed coming." Mr 72.

CONGRESSMEN

At least it releases our hostilities. Alden H. Sypher. Fe 31.

In the cities. Je 76.

Outside the cities. Je 82.

There's nothing like it for politicians. Je 74.

What the voters want now. Je 75.

CONNECTICUT MUTUAL LIFE INSURANCE CO.

Everything's headed up. Ja 32.

CONSERVATION OF RESOURCES

Physical environment, The: If we don't control it, it may control us. Stewart L. Udall. Je 64.

Considine, Bob

Business led the fight for liberty. Ap 65.

CONSOLIDATED EDISON CO. OF NEW YORK, INC.

Utilities. Charles F. Luce. Ap 122.

CONSTRUCTION INDUSTRY

Business: A look ahead. N 56.

Construction. S. D. Bechtel, Jr. Ap 90.

Tackling the tough ones. Lessons of Leadership. Part XXXVI. (Winton M. Blount) My 38.

CONSULTING ENGINEERS COUNCIL

Business: A look ahead. Ag 82.

CONSUMER PROTECTION

Life's uncertainties. Ap 128.

New law's dangerous deceit. Oscar Sussman. My 34

Washington: A look ahead. Ja 7.

CONSUMERS

Eyeball to eyeball with consumers. N 42.
Is this what shoppers want? Michael D.
Roman. N 45.
Person nobody quite understands, The.
My 48.

Washington: A look ahead. Ja 7.
What consumers won't buy. Tait Trussell.

CONTAINER CORP. OF AMERICA

Packaging. Leo H. Schoenhofen. Ap 112.

CONTAINER SYSTEM (FREIGHT HANDLING)

Business: A look ahead. Mr 47.

CONTAINERS - SHIPPING

Business: A look ahead. Mr 47.

CONTELCO SECURITY CONSULTANTS, LTD.

Competitors bugging you? Ja 19.

Contests lend oomph to sales. Jl 21.

Cook, C. W.

Food production. Ap 99.

COOS COUNTY, NEW HAMPSHIRE

How political winds are blowing. O 58.

COPE

see under COMMITTEE ON POLITICAL EDUCATION.

CORE

see under CONGRESS OF RACIAL EQUALITY.

CORN

Business: A look ahead. Fe 60.

CORNING

They call a spade a spade. Ag 16.

CORPORATIONS

Why your image is important. S 18.

CORRESPONDENCE

Dear Sir - or Madam. Fe 20.
It's golden - like silence. Je 18.

Costello, John

West Points of capitalism, The. Je 70.

COTTON

Business: A look ahead. Ja 60.

COTTON FLOTE

Business: A look ahead. Ja 60.

COUNTERFEITS AND COUNTERFEITING

Business: A look ahead. Fe 60.

CREDIT

College on the cuff. Mr 16.

CREDIT CARDS

Handy - but hang on to 'em. D 19.
Ready for the checkless society. Fe 20.
Your credit card's secret service. N 80.

Credo for business, A. Fe 20.

CRIME AND CRIMINALS

Executives turn crime-busters. Ja 19.
Washington: A look ahead. Ap 7.
Where burglars get better break than businessmen. Lowell B. Mason. Fe 64.

CROOK COUNTY, OREGON

How political winds are blowing. O 58.

CROW PUBLICATIONS

Direction: Up. O 39.

CZECHOSLOVAKIA

Broken dream may yet come true, The. Alden H. Sypher. O 35.

D

Danger signs for America's inventive genius. Mr 83.

DARTMELL CORP.

Dear Sir - or Madam. Fe 20.
It's golden - like silence. Je 18.
They do best on commission. O 16.

Dear Sir - or Madam. Fe 20.

DEBT

Not much of a status symbol. Ja 19.

DECISION MAKING

How to be of two minds. George B. Mason. O 94.
Too many cooks spoil the profit. Raymond Dreyfack. Ag 66.
You can get better facts. Joseph G. Mason. Je 96.

DEERE & CO.

Farm and industrial equipment. William A. Hewitt. Ap 98.

DEGREES, ACADEMIC

What your degree is worth. D 24.

DEMOCRACY

Why not democracy in nominations? Felix Morley. O 31.

DETROIT EDISON CO.

Direction: Up. O 39.

DICTAPHONE CORP.

For the executive who has everything. N 18.

DICTATING MACHINES

Where secretaries go wrong. Fe 20.

DIEBOLD GROUP, INC.

Clever people, these Americans. N 18.
The real gap in Europe. Mr 18.

DIRECT LINES, INC.

House organs play costly tune. Ja 16.

Direction: Up. O 39.

Dirksen, Everett M.

Governmental environment, The: Don't just oppose... propose. Je 58.

DISADVANTAGED

Five times as many jobs for the jobless. N 46.

DISCRIMINATION IN EMPLOYMENT

Does Washington force racial bias? Paul Fannin Mr 76.

DISTRIBUTION OF GOODS

Business: A look ahead. Ag 83.

DISTRICT OF COLUMBIA - EDUCATION

Four things that threaten our schools.
Felix Morley. D 29.

Does Washington force racial bias? Paul
Fannin. Mr 76.

DOMESTIC APPLIANCES

Appliances. Elisha Gray, II. Ap 80.

DOMESTIC POLICY

How George Wallace stands on business
issues. S 52.
How Hubert Humphrey stands on business
issues. S 44.
How Richard Nixon stands on business
issues. S 48.
Primary responsibility of our next Presi-
dent, The. Felix Morley. S 29.
Washington: A look ahead. S 7.

DONNELLY MIRRORS, INC.

Breakthrough in accounting? J1 21.

Dougherty, James L.

Real cost of living with a union, The.
N 37.

DOW CHEMICAL CO.

How Dow saves lives. Fe 56.
What companies want most from young
people. Sterling G. Slaphey. Fe 89.

Down, but not out. Peter Lisagor. O 27.

Dreyfack, Raymond

Too many cooks spoil the profit. Ag 66.

Driving dangers. N 16.

DUNKIN' DONUTS OF AMERICA

What companies want most from young
people. Sterling G. Slaphey. Fe 89.

DUNN PAPER CO.

Direction: Up. O 39.

Dunning, Harrison F.

Paper. Ap 106.

DU PONT, E. I., DE NEMOURS AND CO.

What companies want most from young
people. Sterling G. Slaphey. Fe 89.

E

ECONOMIC FORECASTING

Business: A look ahead. My 68.

ECONOMY - UNITED STATES

After Viet Nam... J1 64.

EDITORIAL

But it helps. D 88.
Election pace. Ja 92.
Even the have-nots have. S 92.
Give 'em the word. N 122.
Letter of the law. O 108.

EDITORIAL (cont'd.)

Life's uncertainties. Ap 128.
No bureaucracy? My 92.
Saving, A. Mr 88.
Source of pride. Fe 92.
Washington's discovery. J1 88.
What's essential? Ag 88.
Why costly government. Je 104.

EDUCATION

Four things that threaten our schools.
Felix Morley. D 29.
How to get more grads. Stanley Schuler.
D 81.
What your degree is worth. D 24.
Where Washington's grip begins to loosen.
Felix Morley. Mr 25.

EDUCATION AND THE STATE

Where Washington's grip begins to loosen.
Felix Morley. Mr 25.

EFFICIENCY

Working an 80 - hour week? Ap 18.
Your office costs can be cut. Jack H. Pol-
lack. Mr S-28.

ELECTION

If you care who runs the country. S 16.

ELECTION LAWS

Will your vote be counted this year? J1 40.

Election pace. Ja 92.

ELECTIONS

Why unions are running scared in '68. Je 36.
Will your vote count? O 103.

ELECTIONS - UNITED STATES

How political winds are blowing. O 58.
Why not democracy in nominations? Felix Morley.
O 31.

ELECTORAL COLLEGE

Why not democracy in nominations? Felix Morley.
O 31.

ELECTRIC INDUSTRY

Inspiring teamwork. Lessons of Leadership.
Part XXXIV. (Gerald L. Phillippe) Mr 36.

ELECTRIC POWER

Business: A look ahead. Mr 47.
Way to end power blackouts, The. Charles F.
Avila. Mr 45.

ELECTRIC UTILITIES

Utilities. Charles F. Luce. Ap 122.
Way to end power blackouts, The. Charles F.
Avila. Mr 45.

ELECTRICITY

Business: A look ahead. My 68.

ELECTRONICS INDUSTRY

Electronics. Charles B. (Tex) Thornton. Ap 92.

EMPLOYEES

For employees you're about to retire. S 22.

EMPLOYEES BENEFIT PLANS

Fringe benefits hit record high. S 42.

EMPLOYEES, TEMPORARY

How to get the most from temporary employees. Mr S-36.

EMPLOYERS INSURANCE OF WAUSAU

Direction: Up. O 39.

EMPLOYER'S OVERLOAD CO.

How to get the most from temporary employees. Mr S-36.

EMPLOYMENT

200 years of business leadership. Ap 40.

EMPLOYMENT ENTERPRISES DEVELOPMENT CORP.

Six ways to put people to work. Walter Wingo. Ag 42.

End to the mounting mail mess. An? N 58.

ENGINEERS

They follow the leader. S116.

ENTERPRISE PUBLICATIONS

Most costly words in business. My 19.

ENVIRONMENTAL CONTROL INDUSTRY

Environmental control. Robert S. Ingersoll. Ap 97.

EQUITABLE LIFE ASSURANCE SOCIETY

Investing in people's future. Lessons of Leadership. Part XXXVII. (James F. Oates, Jr.) Je 99.

ESTATE PLANNING

Plan to leave a big estate? Ag 19.

EUROPE, WESTERN - ECONOMIC RELATIONS - UNITED STATES

We must heal U. S. - Europe rift. Gene E. Bradley. Fe 78.

Evans, Duane

Put punch in your program. Fe 74.

EVANS PRODUCTS CO.

Direction: Up. O 39.

Even the have-nots have. S 92.

Everything's headed up. Ja 32.

EX-CELL-O CORP.

Direction: Up. O 39.

Executive demand inches up. O 16.

Executive lexicon. Mr 18.

Executive outlook for 1968. Ja 16.

EXECUTIVE REORGANIZATION

How to save billions in tax dollars. Jl 48.

EXECUTIVE TRENDS

Better break on pensions. Fe 18.

Buy it - or lease it? My 19.

Chief executive's duties. D 19.

Driving dangers. N 16.

If rioting erupts. Ag 16.

Learn now, pay later. Mr 16.

Losing good executives. O 16.

EXECUTIVE TRENDS (cont'd.)

More octane for sales campaigns. Jl 21.

Overlooking an asset? Je 18.

Tax pitfalls to avoid. Ap 16.

When Election Day comes. S 16.

EXECUTIVE VOCABULARY

Executive lexicon. Mr 18.

EXECUTIVES

American Society of Association Executives, The.

Richard A. Anderson. Je 69.

Are you paid enough? S 22.

Breakthrough in accounting? Jl 21.

Executive demand inches up. O 16.

Executive outlook for 1968. Ja 16.

Heart, and a head, too. N 16.

How do you measure up as an executive? Ted Pollack. D 52.

How to lose a good executive. O 16.

Ivy League route to the top. Fe 20.

Latest survey on executive demand. Ap 16.

Outlook bright - for marketing executives. Jl 21.

Reasons top executives change jobs, The. Fe 84.

Too many cooks spoil the profit. Raymond Dreyfack. Ag 66.

Working an 80 - hour week? Ap 18.

Executives turn crime-busters. Ja 19.

EXECUTREND

Executive outlook for 1968. Ja 16.

EXPORT - IMPORT BANK

Business: A look ahead. O 98.

EXPORT TRADE

Business: A look ahead. Ja 60.

----- My 68.

----- O 98.

Washington: A look ahead. Jl 7.

Eyeball to eyeball with customers. N 42.

F**F-111 AIRPLANE**

see under AIRPLANES, MILITARY.

FAILURE

Why successful businessmen fail. Mortimer R. Feinberg. My 78.

Fannin, Paul

Does Washington force racial bias? Mr 76.

FARM EQUIPMENT

Spotting the comers. Lessons of Leadership. Part XLII. (Harry O. Bercher) N 70.

FARM WORKERS

Can they pull off a nationwide boycott? O 46.

FARMERS

Will new monopoly force up prices? Je 40.

FBI

see under U. S. FEDERAL BUREAU OF INVESTIGATION.

FEDDER, R. P., CORP.
Direction: Up. O 39.

FEDERAL AID PROGRAMS

New plan to give taxpayers their money's worth. William V. Roth. D 54.

FEDERAL INTERVENTION IN EDUCATION

Where Washington's grip begins to loosen. Felix Morley. Mr 25.

FEDERAL RESERVE BOARD

see under U. S. FEDERAL RESERVE BOARD.

FEDERAL SPENDING

Is government spending too much money? N 118.
Where the government spends too much. D 83.

FEDERATED DEPARTMENT STORES

Lessons of Leadership. Je 22.

FEED GRAINS

Business: A look ahead. Ja 60.

Feinberg, Mortimer R.

Why successful businessmen fail. My 78.

FHA

see under U. S. FEDERAL HOUSING ADMINISTRATION.

FICKES, ROBERT

Reasons top executives change jobs, The. Fe 84.

"Fill 'er up -." Fe 18.

FIRESTONE TIRE AND RUBBER CO.

Everything's headed up. Ja 32.

FISCAL POLICY

Words don't go with the music, The. Alden H. Sypher. My 31.

FISH INDUSTRY

Business: A look ahead. Je 73.

Five times as many jobs for the jobless. N 46.

FLORIDA CITRUS COMMISSION

Business: A look ahead. Ag 82.

FOOD AND DRUG ADMINISTRATION

see under U. S. FOOD AND DRUG ADMINISTRATION.

FOOD INDUSTRY

Food marketing. Thomas C. Butler. Ap 102.

Food production. C. W. Cook. Ap 99.

FOOD RESEARCH

Business: A look ahead. Mr 16.

For employees you're about to retire. S 22.

For his personal bookshelf. D 24.

For the executive who has everything. N 18.

For Viet Nam veterans - new skills and better jobs. O 84.

FORD, GERALD R.
New Speaker of the House, A7 Je 44.

Ford, Henry, II

Automobiles. Ap 82.

FORD MOTOR CO.

Automobiles. Henry Ford, II. Ap 82.
Everything's headed up. Ja 32.

Foreign aid at bargain basement prices. O 104.

FOREIGN POLICY

Can we solve America's problems? My 60.
Primary responsibility of our next President, The. Felix Morley. S 29.
Washington: A look ahead. My 7.

FOREIGN TRADE

Business: A look ahead. N 56.
Washington: A look ahead. Jl 7.

FOREIGN VISITORS

Business: A look ahead. Mr 46.

FORT WORTH NATIONAL BANK

Direction: Up. O 39.

FORTY PLUS OF NEW YORK, INC.

Heart, and a head, too. N 16.

Four things that threaten our schools. Felix Morley. D 29.

FPC (FISH PROTEIN CONCENTRATE)

Business: A look ahead. Je 73.

FRANCHISE SYSTEM

Business: A look ahead. Jl 59.
Get rich, or go broke? Mr 16.

FRANKLIN ELECTRIC CO.

Business: A look ahead. Ag 83.

Frantic future, The. Ag 32.

FRB

see under U. S. FEDERAL RESERVE BUREAU.

FREE TRADE

New plan to spur international trade. Sterling G. Slaphey. Jl 54.

Fringe benefits hit record high. S 42.

FROZEN FOOD INDUSTRY

Business: A look ahead. Ag 82.

FUEL

Business: A look ahead. Ja 61.

FULLER BRUSH CO.

Direction: Up. O 39.
Everything's headed up. Ja 32.

FURNESS, BETTY

Washington: A look ahead. Ja 7.

FURNITURE INDUSTRY

Furniture. Richard E. Burrow. Ap 101.

FUTURE

Frantic future, The. Ag 32.

Future of 34 industries, The. Ap 78.

G

GAP CORP.

Business optimism fading for second half.
Jl 36.

Galloway, A. H.

Tobacco. Ap 124.

GARBAGE

In them thar hills. S 75.

GAS INDUSTRY

Business: A look ahead. D 56.

GAS UTILITIES

Utilities. Charles F. Luce. Ap 122.

GASOLINE SERVICE STATIONS

Business: A look ahead. O 99.

Grears, Donald - A Tidy Sum. D. 39.

GENEEN, HAROLD
Reasons top executives change jobs, The.
Fe 84.

GENERAL AMERICAN TRANSPORTATION CO.

Business: A look ahead. Jl 59.

GENERAL DYNAMICS CORP.

Our most fantastic flying machine. Robert
W. Irelan. Mr 48.

GENERAL ELECTRIC CO.

Business: A look ahead. Mr 47.
Inspiring teamwork. Lessons of Leadership.
Part XXXIV. (Gerald L. Phillippe) Mr 36.
Not only for the giants. D 20.

GENERAL FOODS CORP.

Food production. C. W. Cook. Ap 99.

GENERAL MOTORS

Washington: A look ahead. Ja 7.

GENERAL PRECISION EQUIPMENT CORP.

Making a worldwide reputation. Lessons
of Leadership. Part XII. (Donald P.
Kircher) O 73.

George Romney: Will voters buy Michigan
rambler? Ja 48.

George Wallace: Win or lose: Will he decide
it? Ja 56.

GEORGIA MARBLE CO.

Direction: Up. O 39.

GEORGIA - PACIFIC CORP.

Business optimism fading for second half.
Jl 36.
Direction: Up. O 39.

GERHOLZ COMMUNITY

Direction: Up. O 39.

GERHOLZ COMMUNITY HOMES, INC.

Everything's headed up. Ja 32.

GERMANY (WEST)

Business: A look ahead. Ja 60.

GERMANY - REUNIFICATION

Broken dream may yet come true, The.
Alden H. Sypher. O 35.

Get rich, or go broke? Mr 16.

Get them while they're young. Wilbur Martin.
Ja 90.

Getting a bum rap? O 22.

GIFTS

When executives give - and get - gifts. D 20.

Give 'em the word. N 122.

Giving them the once-over. Je 21.

GMC

see under GENERAL MOTORS CORP.

Goals of business, The. S 68.

GOLD AS MONEY

Of sovereigns and spendthrifts. Felix
Morley. Ja 25.
Words don't go with the music, The. Alden
H. Sypher. My 31.

GOODRICH, B. F., CO.

Business optimism fading for second half. Jl 36.
Direction: Up. O 39.
Rubber. J. Ward Keener. Ap 114.

GOODYEAR TIRE AND RUBBER CO.

Where hot shots run the business. D 84.

Got a spin-off you can market? N. 16.

GOULD-NATIONAL BATTERIES, INC.

Direction: Up. O 39.

GOVERNMENT EMPLOYEES

Civil servants - a national asset. John W.
Macy, Jr. D 76.
Give 'em the word. N 122.
Riding the gravy train. O 50.
Washington's discovery. Jl 88.

GOVERNMENT REORGANIZATION

How to save billions in tax dollars. Jl 48.

Governmental environment, The: Don't just oppose...
propose. Everett M. Dirksen. Je 58.

GRAND UNION CO.

Direction: Up. O 39.
Food Marketing. Thomas C. Butler. Ap 102.

GRAPE INDUSTRY

Can they pull off a nationwide boycott? O 46.

Gray, Elisha, II

Appliances. Ap 80.

Gray, John D.

Clothing. Ap 84.

GREAT AMERICAN INSURANCE CO.

Business optimism fading for second half.
Jl 36.

GREAT BRITAIN - ECONOMIC CONDITIONS

Was the struggle worth the cost? Alden H.
Sypher. S 33.

GREECE

Modern business methods revive an ancient
land. Sterling G. Slapley. My 56.

Green light for pension plans. Fe 18.

GREYHOUND LINES, INC.
Intercity buses. Raymond F. Shaffer. Ap 105.

GROSS, H. R.
We certainly see some silly spending. Mr 56.

GUARANTEED INCOME
Washington: A look ahead. Ag 7.

GUARANTY OF PRODUCTS
They call a spade a spade. Ag 16.

GULF AMERICAN FIRE AND CASUALTY CO.
Tackling the tough ones. Lessons of Leadership. Part XXXVI. (Winton M. Blount) My 38.

H

HAFT - GAINES CO.
Business: A look ahead. Je 72.

HAMMAN, CHARLES L.
Research that pays off. N 106.

HANDY - but hang on to 'em. D 19.

HANSEN, CARL F.
Four things that threaten our schools. Felix Morley. D 29.

HAPPINESS
Now we know the secrets of happiness. Alden H. Sypher. Ag 29.

HART, SCHAFFNER & MARK
Clothing. John D. Gray. Ap 84.

Heart, and a head, too. N 16.

HEIDRICK AND STRUGGLES
Executive demand inches up. O 16.
Executive outlook for 1968. Ja 16.
Ivy League route to the top. Fe 20.
Latest survey on executive demand. Ap 16.
Outlook bright - for marketing executives. Jl 21.

Helpful hints for dictation hour. O 22.

Helping Negro business prosper. Carter Henderson. Ag 50.

HENDERSON, CARTER
Helping Negro business prosper. Ag 50.

HENSLEY, STUART
Reasons top executives change jobs. The. Fe 84.

Here's tasty (chug-a-lug) hedge against inflation. Jl 22.

HEUBLEIN, INC.
Here's tasty (chug-a-lug) hedge against inflation. Jl 22.

HEW
see under U. S. HEALTH, EDUCATION AND WELFARE DEPARTMENT.

Hewitt, William A.
Farm and industrial equipment. Ap 98.

HEWLETT - PACKARD CO.
Everything's headed up. Ja 32.

HIGHER EDUCATION ACT OF 1965
Private program shows Uncle Sam the way. My 10.

HIGHWAY SAFETY
Business: A look ahead. My 69.

HILL AND KNOWLTON, INC.
When U. S. business goes overseas. O 24.

HO - CHI - MINH
Mistakes that may lose the war. The. Alden H. Sypher. Ja 29.

HODSON, WILLIAM K.
How to cut office costs 20 per cent. N 64.

HOENSHELL, EMERY D.
What is AIDC? N 84.

HOLIDAY DRIVING LIABILITIES AND SOLVENCY. N 16.

HOME - BUILDING INDUSTRY
Business: A look ahead. JI 58.
----- O 98.

HOTEL CORP. OF AMERICA
Business optimism fading for second half. JI 36.

HOUGHTON CHEMICAL CORP.
Business optimism fading for second half. JI 36.
Direction: Up. O 39.

HOUSE ORGANS
House organs play costly tune. Ja 16.

HOUSES - PREFABRICATED
Business: A look ahead. Mr 46.

HOUSING
Business: A look ahead. Mr 46.
How a union locks a man in. D 74.
How businessmen can swing votes. Ja 62.
How do you measure up as an executive? Ted Pollack. D 52.
How Dow saves lives. Fe 56.
How future President could be handpicked. Ag 79.
How George Wallace stands on business issues. S 52.
How Hubert Humphrey stands on business issues. S 44.
How men of commerce made New York. Wilbur Martin. Ap 58.
How platform-makers see the issues. Je 90.
How political winds are blowing. O 58.
How poverty program throws away dollars. Shirley Scheibla. My 70.

How Richard Nixon stands on business issues.
S 48.

How sound is your dollar? Mr 33.

How the mutual funds are faring. S 16.

How times - and men - change. Peter Lisagor.
Ja 21.

How to be of two minds. George B. Mason.
O 94.

How to cut college costs. Ap 18.

How to cut office costs 20 per cent.
William R. Hodson. N 64.

How to get more grads. Stanley Schuler.
D 81.

How to get the most from temporary employees.
Mr S-36.

How to lose a good executive. O 16.

How to make an extra buck. Je 18.

How to motivate yourself and others. W.
Clement Stone. Jl 76.

How to pick growth firms. Fe 18.

How to plan for growth. Paul J. Pfister.
N 86.

How to protect your payroll. Ap 18.

How to save billions in tax dollars. Jl 48.

How to sell your own home town. Donald R.
Pace. N 102.

How to woo and win industry. N 83.

How will your taxes change? Tait Trussell.
D 7.

HOWARD, DANIEL D. ASSOCIATES INC.

Are you paid enough? S 22.
Working an 80-hour week? Ap 18.

Human environment, The: Poverty - Before you
teach them, you have to reach them. John
Wooten. Je 60.

HUMBER, MUNDIE & McCLARY

How to lose a good executive. O 16.

HUMBLE OIL AND REFINING CO.

Credo for business, A. Fe 20.
Direction: Up. O 39.
Petroleum. M. A. Wright. Ap 110.

HUMIDITY

Business: A look ahead. My 68.

HUMPHREY, HUBERT H.

How Hubert Humphrey stands on business issues.
S 44.

If police prepare for the worst. Mr 68.

If rioting erupts. Ag 16.

If riots erupt again... Mr 62.

If "there's bloodshed coming." Mr 72.

If you care who runs the country. S 16.

ILLINOIS CENTRAL RAILROAD CO.

Business optimism fading for second half. Jl 36.
Direction: Up. O 39.

ILLINOIS UNIVERSITY

Business: A look ahead. Fe 60.

IMPORTS

Washington: A look ahead. Jl 7.

In the cities. Je 76.

In them thar hills. S 75.

"In this hour of division and doubt." Peter
Lisagor. My 21.

INCOME

Washington: A look ahead. Ag 7.

INCOME TAX

No margin for error. Ap 16.

INDIANA NATIONAL BANK OF INDIANAPOLIS

Direction: Up. O 39.

INDUSTRIAL DEVELOPMENT PROGRAMS

Case history of a successful move. Paul W.
Miller. N 92.

How to plan for growth. Paul J. Pfister. N 86.

How to sell your own home town. Donald R. Pace. N 102.

Industrial prospecting: do's and don'ts. Julius R. Jensen. N 90.

Keys to sound promotion. Ted M. Levine. N 99.

Research that pays off. Charles L. Hammann. N 106.

Strategic is the name of the game. Richard Preston. N 114.

INDUSTRIAL ESPIONAGE

Competitors bugging you? Ja 19.

Industrial prospecting: do's and don'ts. Julius R. Jensen. N 90.

Industrial security expert tells how to guard your
business. Mr 64.

INDUSTRIAL SITES

Case history of a successful move. Paul W. Miller.
N 92.

Which industries go where. James R. Bradley. N 110.

INDUSTRY

Future of 34 industries, The. Ap 78.

Industry cleans up. S 56.

Industry goes through the political wringer. An.
Sterling G. Slapkey. Ag 36.

Industry salesmen's earnings mount. Ag 16.

INFLATION

Business: A look ahead. My 68.
But it helps. D 88.
Washington: A look ahead. Mr 7.
Where spending could be cut. Ja 72.

INFORMATION SYSTEMS, MANAGEMENT

You can get better facts. Joseph G. Mason.
Je 96.

Ingersoll, Robert S.

Environmental control. Ap 97.

Inspiring teamwork. Lessons of Leadership.
Part XXXIV. (Gerald L. Phillippe) Mr 36.

INSTITUTE OF INDUSTRIAL LAUNDERERS

Untapped pool of hard-working help. Ja 19.

INSURANCE

Insurance. Sterling T. Tooker. Ap 104.
Investing in people's future. Lessons of
Leadership. Part XXXVI. (James F. Oates,
Jr.) Je 99.

INSURANCE, AUTOMOBILE

Business: A look ahead. Je 72.

INTERCHEMICAL CORP.

Direction: Up. O 39.

Intercity buses. Raymond F. Shaffer. Ap 105.

INTERNATIONAL BUSINESS

New plan to spur international business.
Sterling G. Slaphey. Jl 54.

INTERNATIONAL HARVESTER CO.

Spotting the comers. Lessons of Leader-
ship. Part XLII. (Harry O. Bercher) N 70.

INTERNATIONAL HAT CO.

Direction: Up. O 39.

INTERNATIONAL SCIENCE FAIR

Source of modern-day Tom Edisons. Wilbur
Martin. Mr 87.

INTERVIEWING

Getting a bum rap? O 22.

Investing in people's future. Lessons of
Leadership. Part XXXVII. (James F. Oates,
Jr.) Je 99.

INVESTMENT CO. INSTITUTE

How the mutual funds are faring. S 16.

INVESTMENTS - ABROAD

Wrong medicine for a sick dollar. The. Je 48.

INVESTMENTS, FOREIGN - UNITED STATES

Business: A look ahead. Jl 58.
Washington: A look ahead. Jl 7.

INVESTORS

When executives invest their money. N 18.

Irelan, Robert W.

Our most fantastic flying machine. Mr 48.

IRS

see under U. S. INTERNAL REVENUE SERVICE.

Is America a sick society? S 87.

Is government spending too much money? N 118.

Is this any way to run the airlines? Alden H.
Sypher. N 33.

Is this what shoppers want? Michael D. Roman.
N 45.

ISLAND CREEK COAL CO.

Direction: Up. O 39.

It's golden - like silence. Je 18.

It's still a hot topic. O 24.

Ivy League route to the top. Fe 20.

J

Jensen, Julius R.
Industrial prospecting: do's and don'ts.
N 90.

JOB DESCRIPTIONS

Spelling it out - what the boss does. D 19.

JOB HUNTING

Executive outlook for 1968. Ja 16.

JOB SWITCHING

Six rules for job switching. Mr 18.

JOB TRAINING

Six ways to put people to work. Walter Wingo.
Ag 42.
Washington: A look ahead. Fe 7.

JOGGING

Election pace. Ja 92.

JOHNSON, ANDREW

That other dramatic Presidential campaign of
'68. Felix Morley. My 27.

JOHNSON, LYNDON BAINES

Can an underdog find love at the polls? Peter
Lisagor. Mr 21.
Down, but not out. Peter Lisagor. O 27.
"In this hour of division and doubt." Peter
Lisagor. My 21.
Lame duck or caged lion? Peter Lisagor. Jl 25.
Spectacle that hardly suits a proud nation. A.
Peter Lisagor. Fe 23.
Washington: A look ahead. Ja 7.
----- Mr 7.
What it lacks in pay it makes up in prestige.
Peter Lisagor. S 25.
Will the real LBJ please stand up? Peter
Lisagor. Ap 23.

K

KALB, VOORHIS & CO.

Green light for pension plans. Fe 18.

KANSAS CITY, MISSOURI

Business: A look ahead. Mr 47.

KAPPEL REPORT

End to the mounting mail mess. An? N 58.

Keener, J. Ward

Rubber. Ap 114.

KELLY SERVICES, INC.

How to get the most from temporary employees. Mr S-36.

KEMPER INSURANCE GROUP

Everything's headed up. Ja 32.

KENNEDY, ROBERT F.

Can an underdog find love at the polls? Peter Lisagor. Mr 21.

KEOCH ACT

Green light for pension plans. Fe 18.

KEYNES, JOHN MAYNARD

Of sovereigns and spendthrifts. Felix Morley. Ja 25.

Keys to sound promotion. Ted M. Levine. N 99.

KEYSTONE CO.

Plan to leave a big estate? Ag 19.

KIMBERLY - CLARK CORP.

Best boss - tough or soft. The? Ag 19.

KIRCHER, DONALD P.

Making a worldwide reputation. Lessons of Leadership. Part XLI. O 73.

KNEES

They won't stop just at the knee. Alden H. Sypher. D 31.

Knowing your people's abilities. Lessons of Leadership. Part XXXIII. (M. J. Warnock) Fe 69.

KROC, RAY A.

Appealing to a mass market. Lessons of Leadership. Part XXXVIII. Jl 71.

KROEHLER MANUFACTURING CO.

Furniture. Richard E. Burrow. Ap 101

Kurland, Philip B.

Wanted: A non-political Supreme Court. My 87.

L

LABOR AND LABORING CLASSES - NEW JERSEY

How businessmen can swing votes. Ja 62.

LABOR LAWS AND LEGISLATION

Unions are raiding your rights. D 34.

LABOR - MANAGEMENT RELATIONS

Business: A look ahead. Je 72.

LABOR MOBILITY

Six rules for job switching. Mr 18.

LABOR SUPPLY

Strapped for new employees? Je 22.

LABOR UNIONS

Can they pull off a nationwide boycott? O 46.

How a union locks a man in. D 74.

Real cost of living with a union. The. James L. Dougherty. N 37.

Sound off to the editor: Should unions be restrained? D 82.

Unions are raiding your rights. D 34.

Washington: A look ahead. Mr 7.

----- O 7.

Why unions are running scared in '68. Je 36.

LABOR UNIONS - MEMBERSHIP DRIVES

Unions' new organizing targets and tactics. Fe 40.

Lame duck or caged lion? Peter Lisagor. Jl 25.

LANDZETTEL & SONS, INC.

Direction: Up. O 39.

LANMAN CO.

Direction: Up. O 39.

LARAMIE COUNTY, WYOMING

How political winds are blowing. O 58.

LARKIN, ARTHUR, JR.

Reasons top executives change jobs. The. Fe 84.

LASERS

Business: A look ahead. Ja 60.

Late bloomers who did well. Ag 19.

Latest survey on executive demand. Ap 16.

LAW ENFORCEMENT

Industrial security expert tells how to guard your business. Mr 64.

LAWYERS - FEES

Sue now, pay later. Ap 16.

LAZARUS, FRED, JR.

Lessons of Leadership. Je 22.

Learn now, pay later. Mr 16.

LEASE AND RENTAL SERVICES

Buy it - or lease it? My 19.

LEHMKUHL, JOAKIM

Making the most of time. Lessons of Leadership. Part XL. (Joakim Lehmkuhl) S 81.

LEGISLATION (PROPOSED)

Washington: A look ahead. Je 7.

LEGISLATIVE PROGRAMS

Governmental environment. The: don't just oppose... propose. Everett M. Dirksen. Je 58.

Less paper - more sales. S 18.

LESSONS OF LEADERSHIP

Appealing to a mass market. Part XXXVIII. (Ray A. Kroc) Jl 71.
Authoring success. Part XXXII. (Bennett Cerf) Ja 74.
Being pennywise and pound shrewd. Part XLIII. (Roy Thomson) D 47.
Inspiring teamwork. Part XXXIV. (Gerald L. Phillippe) Mr 36.
Investing in people's future. Part XXXVII. (James F. Oates, Jr.) Je 99.
Knowing your people's abilities. Part XXXIII. (M. J. Warnock) Fe 69.
Making a world-wide reputation. Part XLI. (Donald P. Kircher) O 73.
Making the most of time. Part XL. (Joakim Lehmkul) S 81.
Organizing for growth. Part XXXIX. (Gardiner Symonds) Ag 60.
Spotting the comers. Part XLII. (Harry O. Bercher) N 70.
Tackling the tough ones. Part XXXVI. (Winton M. Blount) My 38.
Updating Wall Street. Part XXXV. (Harold L. Bache) Ap 71.

Letter of the law. O 108.

LETTER WRITING

Helpful hints for dictation hour. O 22.

Levine, Ted M.

Keys to sound promotion. N 99.

LEWIS DRUG STORES

Direction: Up. O 39.

Life or death for your business? Ap 37.

Life's uncertainties. Ap 128.

Light yields heavy.

Business: A look ahead. Fe 60.

LIHAP INDUSTRIES

Direction: Up. O 39.

Like to save a little dough? Mr 16.

LING-TEMCO-VOUGHT, INC.

Direction: Up. O 39.

Lisagor, Peter

Can an underdog find love at the polls? Mr 21.
Down, but not out. O 27.
How times - and men - change. Ja 21.
"In this hour of division and doubt." My 21.
Lame duck or caged lion? Jl 25.
Most visible and vital man. D 25.
Of blunders, embarrassments, frustrations and humor. Je 25.
President-elect's first decisions, The. N 23.
Spectacle that hardly suits a proud nation, A. Fe 23.
What it lacks in pay it makes up in prestige. S 25.
When victors are uneasy and the vanquished full of bile. Ag 21.
Will the real LBJ please stand up? Ap 23.

LITTON INDUSTRIES, INC.

Electronics. Charles B. (Tex) Thornton. Ap 92.
Modern business methods revive an ancient land. Sterling G. Slaphey. My 56.

LOANS

Business: A look ahead. Mr 46.

LOAN FUNDS

see under STUDENT LOANS AND LOAN FUNDS.

LOCAL GOVERNMENT

Business: A look ahead. O 98.
Tidy sum. D 38.

LOCAL TRANSIT

Business: A look ahead. Ja 61.

Look back to get ahead. Stanley Schuler. N 79.

Lorayne, Harry

Now you'll never forget what's-his-name. S 88.

Losing good executives. O 16.

Louviere, Vernon

Most powerful men in Washington? Fe 48.
George Mahon: Why he hates to spend. Fe 52.
Wilbur Mills: What's his tax strategy? Fe 49.

Luce, Charles F.

Utilities. Ap 122.

LUMBER INDUSTRY

Business: A look ahead. Fe 60.

LYKES BROTHERS STEAMSHIP CO., INC.

Shipping. Frank A. Nemec. Ap 118.

M

MACHINE TOOL INDUSTRY

Business: A look ahead. O 99.

MACHINERY & ALLIED PRODUCTS INSTITUTE

Ready for the summer? Je 18.

Macy, John W., Jr.

Civil servants - a national asset. D 76.

MAHON, GEORGE

Most powerful men in Washington? Vernon Louviere. Fe 48.

Make the most of meetings. William R. Sears. S 78.

Making a worldwide reputation. Lessons of Leadership. Part XLI. (Donald P. Kircher) O 73.

Making an honest buck. Raymond Baumhart. Ag 84.

Making the most of time. Lessons of Leadership. Part XL. (Joakim Lehmkul) S 81.

MANAGEMENT

Theorist's role - and the manager's. N 16.

MANPOWER, INC.

How to get the most from temporary employees. Mr S-36.
Six ways to put people to work. Walter Wingo Ag 42.

MARKETING

Business: A look ahead. Je 73.

----- Fe 60.

----- N 57.

Martin, Wilbur
Get them while they're young. Ja 90.
How men of commerce made New York. Ap 58.
Source of modern-day Tom Edisons. Mr 87.
Today's Horatio Alger heroes. My 91.

Mason, Birny, Jr.
Chemicals and plastics. Ap 86.

Mason, George B.
How to be of two minds. O 94.

Mason, Joseph G.
You can get better facts. Je 96.

Mason, Lowell B.
Where burglars get better break than businessmen. Fe 64.

MATHIAS, ROBERT B.
Outside the cities. Je 82.

MCCARTHY, EUGENE
Can an underdog find love at the polls?
Peter Lisagor. Mr 21.
Eugene McCarthy: The Democrats' most dissenting dove? Ja 52.

MCCORD, A. KING
Reasons top executives change jobs, The. Fe 84.

MCDONALD'S CORP.
Appealing to a mass market. Lessons of Leadership. Part XXXVIII. (Ray A. Kroc) JI 71.

MCDONALD'S SYSTEMS, INC.
Get rich, or go broke? Mr 16.

MCDONNELL, DOUGLAS CORP.
Aerospace. James S. McDonnell. Ap 79.

McDonnell, James S.
Aerospace. Ap 79.

Mead, Emerson E.
Office equipment. Ap 107.

MEAT INDUSTRY - REGULATION
New law's dangerous deceit. Oscar Sussman. My 34.

MECHANICAL POWER INDUSTRY
Spotting the comers. Lessons of Leadership. Part XLII. (Harry O. Bercher) N 70.

MEDICARE
Why costly government. Je 104.
Wilbur Mills: What's his tax strategy? Vernon Louviere. Fe 49.

Meeting the job demands. F. Parker Wilber. Ap 127.

MEETINGS
Make the most of meetings. William R. Sears. S 78.

MEMORY
How you'll never forget what's-his-name. Harry Lorayne. S 88.

MEN'S CLOTHING
Sartorial note - executive suite. Ag 19.

MEREDITH CORP.
Publishing. Fred Bohen. Ap 110.

MERGERS
Business: A look ahead. N 57.

METROPOLITAN AREAS
Business: A look ahead. Ja 61.

METROPOLITAN PLANNING ORGANIZATION
Some hope for troubled cities. Alden H. Sypher. JI 33.

METROPOLITAN TRANSIT
see under LOCAL TRANSIT.

MICHAEL JOHN ASSOCIATES, NEW YORK
Return of the road show. D 24.

MICHIGAN MUTUAL LIABILITY CO.
Direction: Up. O 39.

MIDLAND - ROSS CORP.
Direction: Up. O 39.

MILITARY POLICY
Washington: A look ahead. My 7.

MILK
Business: A look ahead. JI 58.

Miller, Paul W.
Case history of a successful move. N 92.

MILLS, WILBUR
How will your taxes change? Tait Trussell. D 7.
Most powerful men in Washington? Vernon Louviere. Fe 49.

MIND, INC. (METHODS FOR INTELLECTUAL DEVELOPMENT)
Six ways to put people to work. Walter Wingo. Ag 42.

MINERAL INDUSTRIES
Business: A look ahead. Ja 61.

MISSOURI-KANSAS-TEXAS RAILROAD CO.
Direction: Up. O 39.
Everything's headed up. Ja 32.

Mistakes that may lose the war, The. Alden H. Sypher. Ja 29.

MOBILE OIL CORP.
Direction: Up. O 39.

MODERN AMERICA COMPANIES
Green light for pension plans. Fe 18.

Modern business methods revive an ancient land. Sterling G. Slapkey. My 56.

MONARCH STEEL PRODUCTS CO., INC.
Direction: Up. O 39.

MONEY
Awful alternative to real economy, The. Felix Morley. Fe 27.
How sound is your dollar? Mr 33.
Of sovereigns and spendthrifts. Felix Morley. Ja 25.
Words don't go with the music, The. Alden H. Sypher. My 31.

MONEY - INTERNATIONAL ASPECTS

Awful alternative to real economy, The. Felix Morley. Fe 27.
Words don't go with the music, The. Alden H. Sypher. My 31.

MONSANTO CO.

Wrong medicine for a sick dollar, The. Je 48.

MONTGOMERY WARD & CO.

Direction: Up. O 39.

More octane for sales campaigns. J1 21.

Morley, Felix

Awful alternative to real economy, The. Fe 27.
Can private colleges survive? N 27.
Four things that threaten our schools. D 29.
Not of an age, but for all time. J1 29.
Of sovereigns and spendthrifts. Ja 25.
Primary responsibility of our next President, The. S 29.
Some helpful hints for Commencement speakers. Je 29.
That other dramatic Presidential campaign of '68. My 27.
Too late when the rain pours in. Ap 27.
Where Washington's grip begins to loosen. Mr 25.
Why not democracy in nominations? O 31.
Why they seek the Presidency. Ag 25.

Most costly words in business. My 19.

Most powerful men in Washington?

George Mahon: Why he hates to spend. Fe 52.
Wilbur Mills: What's his tax strategy? Fe 49.
Vernon Louviere.

Most visible and vital man. Peter Lisagor. D 25.

Motley, Arthur H.

Business environment, The: Modern problems, modern solutions. Je 56.

MOTOR BUS INDUSTRY

Intercity buses. Raymond F. Schaffer. Ap 105.

MURPHY, G. C., AND CO.

Everything's headed up. Ja 32.

MUTUAL FUNDS

How the mutual funds are faring. S 16.

MUTUAL LIFE INSURANCE CO. OF NEW YORK

Helpful hints for dictation hour. O 22.

Myers, Charles F., Jr.

Textiles. Ap 122.

Myths about pollution. S 64.

N

NAPTA

see under NORTH ATLANTIC FREE TRADE AREA.

NAHB

see under NATIONAL ASSOCIATION OF HOME BUILDERS.

NATIONAL ASSOCIATION OF HOME BUILDERS

Business: A look ahead. J1 58.
----- O 98.

NATIONAL ASSOCIATION OF STATE UNIVERSITIES AND LAND GRANT COLLEGES

Ivy league route to the top. Fe 20.

NATIONAL ASSOCIATION OF WHOLESALERS

Business: A look ahead. Ag 83.

NATIONAL CITY BANK OF CLEVELAND

Business optimism fading for second half. J1 36.
Everything's headed up. Ja 32.

NATIONAL COAL ASSOCIATION

Business: A look ahead. My 69.

NATIONAL COUNCIL ON CRIME AND DELINQUENCY

Executives turn crime-busters. Ja 19.

NATIONAL COUNCIL ON THE ARTS

At least it releases our hostilities. Alden H. Sypher. Fe 31.

NATIONAL MACHINE TOOL BUILDERS ASSOCIATION

Business: A look ahead. O 99.

NATIONAL PETROLEUM COUNCIL

Business: A look ahead. N 57.

NEGRO INDUSTRIAL AND ECONOMIC UNION

Human environment, The: Poverty - Before you can teach them, you have to reach them. James Wooten. Je 60.

NEGROES

Does Washington force racial bias? Paul Fannin. Mr 76.
If "there's bloodshed coming." Mr 72.
Operation shakedown. S 37.
Panacea and empty promises. Alden H. Sypher. Je 33.
Putting blacks in the black. D 58.
200 years of business leadership. Ap 40.

NEGROES AS BUSINESSMEN

Helping Negro business prosper. Carter Henderson. Ag 50.
Putting blacks in the black. D 58.
What one company found. Ag 54.

NEGROES - EMPLOYMENT

Human environment, The: Poverty - Before you can teach them, you have to reach them. John Wooten. Je 60.

Nemec, Frank A.

Shipping. Ap 118.

NEW ECONOMICS

Of sovereigns and spendthrifts. Felix Morley. Ja 25.

NEW JERSEY

How businessmen can swing votes. Ja 62.

NEW JERSEY MANUFACTURERS ASSOCIATION

How businessmen can swing votes. Ja 62.

New law's dangerous deceit. Oscar Sussman. My 34.

New plan to give taxpayers their money's worth.
William V. Roth. D 54.

New plan to spur international business. Sterling G. Slaphey. Jl 54.

New President's biggest challenge, The. N 52.

New reading of student views. Jl 22.

New Speaker of the House, A? Je 44.

NEW YORK CITY

Business led the fight for liberty. Bob Considine. Ap 65.
How men of commerce made New York. Wilbur Martin. Ap 58.

NEW YORK LIFE INSURANCE CO.

Everything's headed up. Ja 32.

NEWSPAPERS

Being pennywise and pound shrewd. Lessons of Leadership. Part XLIII. (Roy Thomson) D 47.

NIXON, RICHARD M.

How will your taxes change? Tait Trussell. D 7.
How Richard Nixon stands on business issues. S 48.
Richard M. Nixon: Can the new Nixon make it? Ja 37.

NLRB

see under U. S. NATIONAL LABOR RELATIONS BOARD.

No margin for error. Ap 16.

NOISE

Boom nobody wants, The. S 76.
Industry cleans up. S 56.

NORFOLK AND WESTERN RAILWAY CO.
Direction: Up. O 39.

NORTH AMERICAN ROCKWELL CORP.
Direction: Up. O 39.

NORTH ATLANTIC FREE TRADE AREA

New plan to spur international business.
Sterling G. Slaphey. Jl 54.

NORTHERN SYSTEMS CO.

Six ways to put people to work. Walter Wingo. Ag 42.

NORTHWESTERN MUTUAL LIFE INSURANCE CO.

Not much of a status symbol. Ja 19.

Not much of a status symbol. Ja 19.

Not of an age, but for all time. Felix Morley. Jl 29.

Not only for the giants. D 20.

Now we know the secrets of happiness. Alden H. Sypher. Ag 29.

Now you'll never forget what's-his-name. Harry Lorayne. S 88.

NUCLEAR ENERGY

see under ATOMIC ENERGY.

O. K. FEED MILLS, INC.

Direction: Up. O 39.
Everything's headed up. Ja 32.

OATES, JAMES F., JR.

Investing in people's future. Lessons of Leadership. Part XXXVII. Je 99.

OCCUPATIONAL HEALTH AND SAFETY ACT OF 1966

(PROPOSED)
Life or death for your business? Ap 37.

OCEANOGRAPHY

Business: A look ahead. O 99.

OEO

see under U. S. OFFICE OF ECONOMIC OPPORTUNITY.

Of blunders, embarrassments, frustrations and humor. Peter Lisagor. Je 25.

Of sovereigns and spendthrifts. Felix Morley. Ja 25.

OFFICE EQUIPMENT INDUSTRY

Office equipment. Emerson E. Mead. Ap 107.

OFFICE FURNITURE

Revolution in decor spreads through business.
Mr S-8.

OFFICE MANAGEMENT

How to get the most from temporary employees.
Mr S-36.
Your office costs can be cut. Jack H. Pollack.
Mr S-28.

OFFICE MANAGEMENT - COST CONTROL

How to cut office costs 20 per cent. William K. Hodson. N 64.

OFFICE WORKERS

How to get the most from temporary employees.
Mr S-36.

OFFICES

Revolution in decor spreads through business.
Mr S-8.

OIL

see under PETROLEUM.

OIL COMPANIES

Partners for profit and progress. Sterling G. Slaphey. Ja 80.

OIL INDUSTRY

Business: A look ahead. N 57.

Oil tries harder

Business: A look ahead. Fe 61.

OLSTEN TEMPORARY SERVICES, INC.

How to get the most from temporary employees.
Mr S-36.

Operation shakedown. S 37.

Organizing for growth. Lessons of Leadership.
Part XXXIX. (Gardiner Symonds) Ag 60.

OSCEOLA REFINING CO.

Direction: Up. O 39.

Our most fantastic flying machine. Robert W. Ireland. Mr 48.

Outlook bright - for marketing executives. J1 21. Outside the cities. Je 82.

Overlooking an asset? Je 18.

OXTOBY - SMITH, INC.

Getting a bum rap? O 22.

Where secretaries go wrong. Fe 20.

P

Pace, Donald R.

How to sell your own home town. N 102.

PACIFIC LIGHTING CORP.

Everything's headed up. Ja 32.

PACIFIC POWER AND LIGHT CO.

Direction: Up. O 39.

PACIFIC TELEPHONE AND TELEGRAPH CO.

Everything's headed up. Ja 32.

PACKAGING

Packaging. Leo R. Schoenhofen. Ap 112.

PAINE, WEBBER, JACKSON & CURTIS

When executives invest their money. N 18.

PALO ALTO COUNTY, IOWA

How political winds are blowing. O 58.

Panaceas and empty promises. Alden H. Sypher. Je 33.

PAPER INDUSTRY

Paper. Harrison F. Dunning. Ap 106.

Parfet, Ray T., Jr.

Pharmaceuticals. Ap 108.

PATENT LAWS AND REGULATION

Danger signs for America's inventive genius. Mr 83.

PATENTS

Clever people, these Americans. N 18.

Patton, T. F.

Steel. Ap 116.

PAYROLLS

How to protect your payroll. Ap 18.

PEANUT BUTTER

Uncle Sam and the nutty solution. S 23.

PENNSYLVANIA NEW YORK CENTRAL TRANSPORTATION CO.

Railroads. A E. Perlman. Ap 112.

PENNY, J. C., CO.

Retailing. William M. Batten. Ap 113.

PENSION FUNDS

Green light for pension plans. Fe 18.

PERCY, CHARLES H.

Charles H. Percy: Waiting in the wings? Ja 40.

Perlman, A. E.

Railroads. Ap 112.

Person nobody quite understands, The. My 48.

PESTICIDES

Business: A look ahead. Ja 60.

Peterson, R. A.

Banking. Ap 84.

PETROLEUM

Business: A look ahead. Fe 61.

Partners for profit and progress. Sterling G. Slaphey. Ja 80.

PETROLEUM INDUSTRY

Petroleum. M. A. Wright. Ap 110.

Pfister, Paul J.

How to plan for growth. N 86.

PHARMACEUTICAL INDUSTRY

Pharmaceuticals. Ray T. Parfet, Jr. Ap 108.

PHILLIPPE, GERALD L.

Inspiring teamwork. Lessons of Leadership. Part XXXIV. Mr 36.

Physical environment, The: If we don't control it, it may control us. Stewart L. Udall. Je 64.

PINKERTON'S, INC.

Giving them the once-over. Je 21.

PITNEY-BOWES, INC.

Like to save a little dough? Mr 16.

Plan to leave a big estate? Ag 19.

PLANNING

Look back to get ahead. Stanley Schuler. N 79.

PLANNING DYNAMICS, INC.

And challenges you'll face. Ja 16.

PLASTICS

Business: A look ahead. J1 59.

Chemicals and plastics. Birney Mason, Jr. Ap 86.

Play's the thing; hang the expense, The. Alden H. Sypher. Ap 31.

PLUMLEY, H. LADD

Executives turn crime-busters. Ja 19.

POLICE

If police prepare for the worst. Mr 68.

POLITICAL APPOINTEES

Lame duck or caged lion? Peter Lisagor. J1 25.

POLITICAL CAMPAIGNS

How political winds are blowing. O 58.

POLITICAL CONVENTIONS

Change needed in picking politicians. N 119.

Down, but not out. Peter Lisagor. O 27.

POLITICAL CONVENTIONS (cont'd.)

When victors are uneasy and the vanquished full of bile. Peter Lisagor. Ag 21.
Why not democracy in nominations? Felix Morley. O 31.

POLITICAL PARTIES

Art Buchwald's political prognostications, potpourri and poppycock. Ja 86.
Get them while they're young. Wilbur Martin. Ja 90.
Washington: A look ahead. O 7.

POLITICAL PLATFORMS

How platform-makers see the issues. Je 90.

POLLACK, JACK H.

Your office costs can be cut. Mr S-28.

POLLACK, TED

How do you measure up as an executive. D 52.

POLLUTION

Boo-nobody wants. The. S 76.
Industry cleans up. S 56.
Myths about pollution. S 64.
Pouring money on troubled waters. S 70.
Where will we stash the trash? S 73.
Why we'll all breathe easier. S 65.

POOR

Even the have-nots have. S 92.
Washington: A look ahead. Ag 7.

POSTAL RATES

Like to save a little dough? Mr 16.

POSTAL SERVICE

End to the mounting mail mess. An? N 58.

POTATOES

Business: A look ahead. D 57.

POURING MONEY ON TROUBLED WATERS

Pouring money on troubled waters. S 70.

POVERTY

How poverty program throws away dollars. Shirley Scheibla. My 70.

PRENTICE - HALL

Brightening up that speech. Ap 18.

PRESIDENCY

Why they seek the Presidency. Felix Morley. Ag 25.

PRESIDENT-ELECT'S FIRST DECISIONS

The. Peter Lisagor. N 23.

PRESIDENTIAL CAMPAIGNS

Of blunders, embarrassments, frustrations and humor. Peter Lisagor. Je 25.
Spectacle that hardly suits a proud nation. A. Peter Lisagor. Fe 23.
That other dramatic Presidential campaign of '68. Felix Morley. My 27.

PRESIDENTIAL CANDIDATES, 1968

Art Buchwald's political prognostications, potpourri and poppycock. Ja 86.
Can an underdog find love at the polls? Peter Lisagor. Mr 21.
How George Wallace stands on business issues. S 52.

PRESIDENTIAL CANDIDATES (cont'd.)

How Hubert Humphrey stands on business issues. S 44.
How Richard Nixon stands on business issues. S 48.
"In this hour of division and doubt." Peter Lisagor. My 21.
Eugene McCarthy: The Democrats' most dissenting dove? Ja 52.
Richard Nixon: Can the new Nixon make it? Ja 37.
Charles Percy: Waiting in the wings? Ja 40.
Presidential possibles: Where they stand. Ja 36.
Ronald Reagan: Politics' Golden Boy? Ja 44.
George Romney: Will voters buy Michigan rambler? Ja 48.
George Wallace: Win or lose: Will he decide it? Ja 56.

PRESIDENTIAL ELECTIONS

Too late when the rain pours in. Felix Morley. Ap 27.

PRESIDENTIAL NOMINEES - SELECTION

Sound off: Should we pick Presidential nominees another way? O 100.

PRESIDENTIAL POSSIBLES: WHERE THEY STAND

President-elect's first decisions, The. Peter Lisagor. N 23.

PRESIDENTS ASSOCIATION, INC., NEW YORK

Spelling it out - what the boss does. D 19.

PRESIDENTS (UNITED STATES)

Change needed in picking politicians. N 119.
How future President could be handpicked. Ag 79.
How political winds are blowing. O 58.
Most visible and vital man. Peter Lisagor. D 25.
New President's biggest challenge, The. N 52.
President-elect's first decisions, The. Peter Lisagor. N 23.
Washington: A look ahead. S 7.
What it lacks in pay it makes up in prestige. Peter Lisagor. S 25.
Will the real LBJ please stand up? Peter Lisagor. Ap 23.

PRESS SECRETARY

Most visible and vital man. Peter Lisagor. D 25.

PRESTON, RICHARD

Strategic is the name of the game. N 114.

PRIMARY RESPONSIBILITY OF OUR NEXT PRESIDENT

The. Felix Morley. S 29.

PRINCETON UNIVERSITY

Business: A look ahead. Fe 60.

PRIVATE EYES

Giving them the once-over. Je 21.

PRIVATE PROGRAM SHOWS UNCLE SAM THE WAY

My 10.

PROBLEM SOLVING

How to be of two minds. George B. Mason. O 94.

PROGRAM PLANNING

Put punch in your program. Duane Evans, Fe 74.

PROJECT MANPOWER

Untapped pool of hard-working help. Ja 19.

PROJECT TRANSITION

For Viet Nam veterans - new skills and better jobs. O 84.

PROTOCOL

How times - and men - change. Peter Lisagor. Ja 21.

PUBLIC RELATIONS

When U. S. business goes overseas. O 24.

PUBLIC SCHOOLS - DESEGREGATION

Where Washington's grip begins to loosen. Felix Morley. Mr 25.

PUBLIC SPEAKING

Brightening up that speech. Ap 18.

PUBLIC UTILITIES

Utilities. Charles F. Luce. Ap 122.

PUBLISHERS AND PUBLISHING

Authoring success. Lessons of Leadership. Part XXXII. (Bennett Cerf) Ja 74. Publishing. Fred Bohen. Ap 110.

PUCINSKI, ROMAN C.

In the cities. Je 76.

PUERTO RICO

Now we know the secrets of happiness. Alden H. Sypher. Ag 29.

Putting blacks in the black. D 58.

R

RADIO CORPORATION OF AMERICA

What companies want most from young people. Sterling G. Slapkey. Fe 89.

RAILROADS

Railroads. A. E. Perlman. Ap 112.

RAILROADS - MANAGEMENT

Business: A look ahead. Fe 61.

RAMCO ASSOCIATES, INC.

Direction: Up. O 39.

RANDOM HOUSE

Authoring success. Lessons of Leadership. Part XXXII. (Bennett Cerf) Ja 74.

RATH PACKING CO.

Everything's headed up. Ja 32.

RCA

See under RADIO CORPORATION OF AMERICA.

READERS' RESPONSE

Change needed in picking politicians. N 119. Where the government spends too much. D 83.

Ready for the checkless society? Fe 20.

Ready for the summer? Je 18.

REAGAN, RONALD

Ronald Reagan: Politics' Golden Boy? Ja 44.

Real cost of living with a union. The. James L. Dougherty. N 37.

REAL ESTATE

Business: A look ahead. My 68. How to make an extra buck. Je 18.

Real gap in Europe. The. Mr 18.

Reasons top executives change jobs. The. Fe 84.

RECRUITING

They follow the leader. S 16.

RECRUITING OF EMPLOYEES

Sorting out the seniors. D 19.

REGULATORY AGENCIES

Where burglars get better break than businessmen. Lowell B. Mason. Fe 64.

Remedy for urban ills. Ag 56.

REPORTS

Less paper - more sales. S 18.

REPUBLIC NATIONAL BANK OF DALLAS

Business optimism fading for second half. Jl 36. Direction: Up. O 39. Everything's headed up. Ja 32.

REPUBLIC STEEL CORP.

Steel. T. F. Patton. Ap 116.

RESEARCH

Frantic future. The. Ag 32.

RESEARCH INSTITUTE OF AMERICA, INC.

Holiday driving liabilities and solvency. N 16. Less paper - more sales. S 18.

Research that pays off. Charles L. Hamman. N 106.

RESTAURANTS - EUROPE

Businessmen's guide to European eating. D 68.

RETAIL TRADE

Retailing. William M. Batten. Ap 113.

RETARDED WORKERS

Untapped pool of hard-working help. Ja 19.

RETIREMENT

For employees you're about to retire. S 22.

Return of the road show. D 24.

REVENUE AND EXPENDITURE CONTROL ACT OF 1968

Letter of the law. O 108.

REVENUE SHARING

Business: A look ahead. N 56.

Revolution in decor spreads through business. Mr S-8.

REYNOLDS METALS CO.

Aluminum. R. S. Reynolds, Jr. Ap 80.

REYNOLDS MINING CORP.

Everything's headed up. Ja 32.

REYNOLDS, R. J., TOBACCO CO.

Tobacco. A. H. Galloway. Ap 124.

Reynolds, R. S., Jr.

Aluminum. Ap 80.

RICHMOND, VIRGINIA

Five times as many jobs for the jobless.
N 46.

RICH'S, INC.

Business optimism fading for second half.
Jl 36.
Everything's headed up. Ja 32.

Riding the gravy train. O 50.

RIOTS

If police prepare for the worst. Mr 68.
If rioting erupts. Ag 16.
If riots erupt again... Mr 62.
If "there's bloodshed coming." Mr 72.
Industrial security expert tells how to
guard your business. Mr 64.
Panaceas and empty promises. Alden H.
Sypher. Je 33.
Ready for the summer? Je 18.

Rise of the new cities. Ag 73.

RITTER PFAUDLER CORP.

Everything's headed up. Ja 32.

ROBERTS, HANK, INC.

Business optimism fading for second half.
Jl 36.

ROCHESTER, MINNESOTA

Remedy for urban ills. Ag 56.

Roman, Michael D.

Is this what shoppers want? N 45.

Romnes, H. I.

Communication. Ap 88.

ROMNEY, GEORGE

George Romney: Will voters buy Michigan
rambler? Ja 48.

Roth, William V.

New plan to give taxpayers their money's
worth. D 54.

Row over census: Will we get the facts?
O 80.

RUBBER INDUSTRY

Rubber. J. Ward Keener. Ap 114.

RUNZHEIMER & CO.

What that company car costs. Ag 19.

RURAL RENEWAL

Business: A look ahead. D 56.

RUSSIA

Washington: A look ahead. My 7.

RUSSIA - FOREIGN RELATIONS

Russia: Future friend or foe? D 64.

Ryder, James A.

Trucking. Ap 124.

RYDER SYSTEM, INC.

Trucking. James A. Ryder. Ap 124.

S

SAFETY

Holiday driving liabilities and solvency. N 16.

SAFETY LAWS AND REGULATIONS

Life or death for your business? Ap 37.

Why safety laws aren't safe. Alden H. Sypher. Mr 29.

SAFETY MEASURES

Business: A look ahead. My 69.

ST. LOUIS, MISSOURI

Business: A look ahead. Mr 47.

ST. LOUIS COUNTY, MISSOURI

Tidy sum. D 38.

SALARIES

White collar pay continues to climb. Jl 62.

SALES AND MARKETING EXECUTIVES - INTERNATIONAL

Contests lend oomph to sales. Jl 21.

SALES MANPOWER FOUNDATION

Industry salesmen's earnings mount. Ag 16.

SALESMANSHIP

How to motivate yourself and others. W. Clement
Stone. Jl 76.

Is this what shoppers want? Michael D. Roman. N 45.

SALESMEN

Contests lend oomph to sales. Jl 21.

Industry salesmen's earnings mount. Ag 16.

Less paper - more sales. S 18.

They do best on commission. O 16.

SALT

Business: A look ahead. Mr 46.

SAN ORE CONSTRUCTION CO.

Direction: Up. O 39.

SANTA FE RAILWAY CO.

Direction: Up. O 39.

SARTORIAL NOTE - EXECUTIVE SUITE

Ag 19.

SAUDI ARABIA

Partners for profit and progress. Sterling G.
Slapkey. Ja 30.

SAVING

A. Mr 88.

Scheibla, Shirley

How poverty program throws away dollars. My 70.

SCHENECTADY, NEW YORK

Remedy for urban ills. Ag 56.

Schoenhafen, Leo H.

Packaging. Ap 112.

SCHOLARSHIPS

How to cut college costs. Ap 18.

Schuler, Stanley
How to get more grads. D 81.
Look back to get ahead. N 79.

SCIENCE
Source of modern-day Tom Edisons. Wilbur Martin. Mr 87.

SCM CORP.
Office equipment. Emerson E. Mead. Ap 107.

SCOTT PAPER CO.
Paper. Harrison F. Dunning. Ap 106.

SCRIPTO, INC.
How to cut college costs. Ap 18.

Sears, William R.
Make the most of meetings. S 78.

SEATTLE - FIRST NATIONAL BANK
Direction: Up. O 39.

Sell steel with sweatshirts. Ap 18.

SEWING MACHINES
Making a worldwide reputation. Lessons of Leadership. Part XLI. (Donald P. Kircher) O 73.

Shaffer, Raymond F.
Intercity buses. Ap 105.

SHAW, BENJAMIN F., CO.
Tackling the tough ones. Lessons of Leadership. Part XXXVI. (Winton M. Blount) My 38.

SHEEP
Business: A look ahead. O 98.

SHIPMENT OF GOODS
Business: A look ahead. My 69.

SHIPPING
Shipping. Frank A. Nemec. Ap 118.

SHOE CORP. OF AMERICA
Business optimism fading for second half. JI 36.

SICK SOCIETY
Is America a sick society? S 87.
Sick society? Hell, no. O 101.

SIMMONS CO.
Business optimism fading for second half. JI 36.

SINGER CO.
Making a worldwide reputation. Lessons of Leadership. Part XLI. (Donald P. Kircher) O 73.

Six rules for job switching. Mr 18.

Six ways to put people to work. Walter Wingo. Ag 42.

Slappey, Sterling G.
Industry goes through the political wringer, An. Ag 36.
Modern business methods revive an ancient land. My 56.

Slappey, Sterling G. (cont'd.)
New plan to spur international business. JI 54.
Partners for profit and progress. Ja 80.
What companies want most from young people. Fe 89.

SMITH, LARRY & CO., INC.
How to make an extra buck. Je 18.

SNAPPY, INC.
Direction: Up. O 39.

SOCIAL PROBLEMS
Can we solve America's problems? My 60.

SOCIETY FOR ADVANCEMENT OF MANAGEMENT
New reading of student views. JI 22.

SOFT DRINK INDUSTRY
Soft drinks. J. Paul Austin. Ap 117.

SOLID WASTE
Industry cleans up. S 56.
Where will we stash the trash? S 73.

Some helpful hints for Commencement speakers. Felix Morley. Je 29.

Some hope for troubled cities. Alden H. Sypher. JI 33.

SOMMER, CHARLES H.
Wrong medicine for a sick dollar. The. Je 48.

Sorting out the seniors. D 19.

SOUND OFF TO THE EDITOR
Is government spending too much money? N 118.
Should unions be restrained? D 82.
Should we pick Presidential nominees another way? O 100.

Source of modern-day Tom Edisons. Wilbur Martin. Mr 87.

Source of pride. Fe 92.

SOUTHEAST ASIA
see under ASIA, SOUTHEASTERN.

SPALDING, A. C., AND BROS., INC.
Business optimism fading for second half. JI 36.
Direction: Up. O 39.

SPEAKER OF THE HOUSE
New Speaker of the House, A? Je 44.

SPECIALTY ADVERTISING ASSOCIATION, CHICAGO
When executives give - and get - gifts. D 20.

Spectacle that hardly suits a proud nation, A. Peter Lisagor. Fe 23.

SPEECHES
see under PUBLIC SPEAKING.

Spelling it out - what the boss does. D 19.

Spotting the comers. Lessons of Leadership. Part XLII. (Harry O. Bercher) N 70.

SPYING - BUSINESS
see under INDUSTRIAL ESPIONAGE.

STANDARD OIL CO. (NEW JERSEY)
Business optimism fading for second half. JI 36.
Everything's headed up. Ja 32.

STANDARD OIL CO. (OHIO)
Direction: Up. O 39.

STANDARD PRESSED STEEL CO.
Direction: Up. O 39.

STANFORD RESEARCH INSTITUTE
They follow the leader. S 16.

Starving to death in Wibaux? N 120.

STATE LEGISLATORS
There's nothing like it for politicians.
Je 74.

STATE OF THE NATION
Can private colleges survive? Felix
Morley. N 27.
Four things that threaten our schools.
Felix Morley. D 29.

STEAMSHIP LINES
Business: A look ahead. My 68.

STEEL
Sell steel with sweatshirts. Ap 18.

STEEL FABRICATIONS, INC.
Direction: Up. O 39.

STEEL INDUSTRY
Business: A look ahead. Ja 61.
Steel. T. F. Patton. Ap 116.

STOCKS
How to pick growth firms. Fe 18.

STOCK BROKERS
see under BROKERS.

STOCK EXCHANGES
Tips for tape watchers. Je 21.

Stone, W. Clement
How to motivate yourself and others.
Jl 76.

STRAFFORD COUNTY, NEW HAMPSHIRE
How political winds are blowing. O 58.

Strapped for new employees? Je 22.

Strategic is the name of the game. Richard
Preston. N 114.

STREET LIGHTING
Business: A look ahead. Mr 47.

STRIKES
Business: A look ahead. Mr 47.

STUDENT LOANS AND LOAN FUNDS
Private program shows Uncle Sam the way.
My 10.

SUBURBS
Business: A look ahead. Ja 61.

SUCCESS
How to motivate yourself and others.
W. Clement Stone. Jl 76.
Why successful businessmen fail. Mortimer
R. Feinberg. My 78.

Sue now, pay later. Ap 16.

SUICIDE

Business: A look ahead. Je 72.

SUMMER JOB PROGRAM

Five times as many jobs for the jobless. N 46.

SUN OIL CO.

Direction: Up. O 39.

SUPERMARKETS

"Fill 'er up - ." Fe 18.

SUPERVISORS

Best boss - tough or soft, The? Ag 19.

SUPREME COURT OF THE UNITED STATES

Washington: A look ahead. O 7.

SURINAM

Business: A look ahead. Jl 58.

Sussman, Oscar

New law's dangerous deceit. My 34.

SYMINGTON, JAMES W.

How times - and men - change. Peter Lisagor.
Ja 21.

SYMONDS, GARDINER

Organizing for growth. Lessons of Leadership-
ship. Part XXXIX. Ag 60.

Sypher, Alden H.

At least it releases our hostilities. Fe 31.
Broken dream may yet come true, The. O 35.
Is this any way to run the airlines? N 33.
Mistakes that may lose the war, The. Ja 29.
Now we know the secrets of happiness. Ag 29.
Panaceas and empty promises. Je 33.
Play's the thing; hang the expense, The. Ap 31.
Some hope for troubled cities. Jl 33.
They won't stop just at the knee. D 31.
Was the struggle worth the cost? S 33.
Why safety laws aren't safe. Mr 29.
Words don't go with the music, The. My 31.

T

Tackling the tough ones. Lessons of Leadership.
Part XXXVI. (Winton M. Blount) My 38.

TARGET MARKETING SERVICES

Business: A look ahead. Fe 60.

Tax pitfalls to avoid. Ap 16.

TAXATION - UNITED STATES

How will your taxes change? Tait Trussell. D 7.
It's still a hot topic. O 24.
Wilbur Mills: What's his tax strategy? Vernon
Louviere. Fe 49.
Washington: A look ahead. O 7.
What consumers won't buy. Tait Trussell. N 7.
Where spending could be cut. Ja 72.

TECHNICAL ASSISTANCE

Foreign aid at bargain basement prices. O 104.

TECHNOLOGY

Real gap in Europe, The. Mr 18.

TEMPTER STEAK CO.
Direction: Up. O 39.

TENNECO INC.
Organizing for growth. Lessons of Leadership. Part XXXIX. (Gardiner Symonds) Ag 60.

TEXTILE INDUSTRY
Textiles. Charles F. Myers, Jr. Ap 122.

TFX AIRPLANE
see under AIRPLANES, MILITARY.

Thank you, Mr. Businessman. Patricia Carney. S 85.

That other dramatic Presidential campaign of '68. Felix Morley. My 27.

THEATRE DEVELOPMENT FUND, INC.
Play's the thing; hang the expense, The. Alden Sypher. Ap 31.

Theorist's role - and the manager's. N 16.

There's nothing like it for politicians. Je 74.

They call a spade a spade. Ag 16.

They do best on commission. O 16.

They follow the leader. S 16.

They won't stop just at the knee. Alden H. Sypher. D 31.

THICKOL CHEMICAL CORP.
Everything's headed up. Ja 32.

THOMSON ORGANIZATION, LTD.
Being pennywise and pound shrewd. Lessons of Leadership. Part XLIII. (Roy Thomson) D 47.

Thomson, Roy
Being pennywise and pound shrewd. Lessons of Leadership. Part XLIII.

Thornton, Charles B. (Tex)
Electronics. Ap 92.

Tidy sum. D 38.

Tillinghast, Charles C., Jr.
Airlines. Ap 81.

TIMBER
Business: A look ahead. Ag 83.

TIMBER INDUSTRY
Physical environment, The: If we don't control it, it may control us. Stewart L. Udall. Je 64.

TIMEX
Making the most of time. Lessons of Leadership. Part XL. (Joakim Lehskuhl) S 81.

Tips for tape watchers. Je 21.

TOBACCO INDUSTRY
Tobacco. A. H. Galloway. Ap 124.

Today's Horatio Alger heroes. Wilbur Martin. My 91.

Too late when the rain pours in. Felix Morley. Ap 27.

Too many cooks spoil the profit. Raymond Dreyfack. Ag 66.

Tooker, Sterling T.
Insurance. Ap 104.

TOOTH DECAY
Business: A look ahead. N 56.

TOTAL COMMUNITY DEVELOPMENT
Remedy for urban ills. Ag 56.

TOURIST TRADE - UNITED STATES
Business: A look ahead. Mr 46.

TRACELARM, INC.
How to protect your payroll. Ap 18.

TRADE
see under EXPORT TRADE.

TRANS WORLD AIRLINES, INC.
Airlines. Charles C. Tillinghast, Jr. Ap 81.
Buy it - or lease it? My 19.

TRANSPORTATION
Airlines. Charles C. Tillinghast, Jr. Ap 81.
Automobiles. Henry Ford, II. Ap 82.
Business: A look ahead. Ja 61.
----- O 99.
----- N 57.
Intercity buses. Raymond F. Shaffer. Ap 105.
Railroads. A. E. Perlman. Ap 112.
Trucking. James A. Ryder. Ap 124.

TRANSPORTATION ASSOCIATION OF AMERICA
Business: A look ahead. N 57.

TRAVELERS INSURANCE COMPANIES
Direction: Up. O 39.
Everything's headed up. Ja 32.
Insurance. Sterling T. Tooker. Ap 104.

TRENDS: RIGHT OR WRONG
At least it releases our hostilities. Alden H. Sypher. Fe 31.
Broken dream may yet come true, The. Alden H. Sypher. O 35.
Is this any way to run the airlines? Alden H. Sypher. N 33.
Mistakes that may lose the war, The. Alden H. Sypher. Ja 29.
Now we know the secrets of happiness. Alden H. Sypher. Ag 29.
Panaceas and empty promises. Alden H. Sypher. Je 33.
Play's the thing; hang the expense, The. Alden H. Sypher. Ap 31.
Some hope for troubled cities. Alden H. Sypher. Jl 33.
They won't stop just at the knee. Alden H. Sypher. D 31.
Was the struggle worth the cost? Alden H. Sypher. S 33.
Why safety laws aren't safe. Alden H. Sypher. Mr 29.
Words don't go with the music, The. Alden H. Sypher. My 31.

TRENDS: THE STATE OF THE NATION
Awful alternative to real economy, The. Felix Morley. Fe 27.
Can private colleges survive? Felix Morley. N 27.

TRENDS: THE STATE OF THE NATION (cont'd.)

Four things that threaten our schools. Felix Morley. D 29.
Not of an age but for all time. Felix Morley. Jl 29.
Of sovereigns and spendthrifts. Felix Morley. Ja 25.
Primary responsibility of our next President, The. Felix Morley. S 29.
Some helpful hints for Commencement speakers. Felix Morley. Je 29.
That other dramatic Presidential campaign of '68. Felix Morley. My 27.
Too late when the rain pours in. Felix Morley. Ap 27.
Where Washington's grip begins to loosen. Felix Morley. Mr 25.
Why not democracy in nominations? Felix Morley. O 31.
Why they seek the Presidency. Felix Morley. Ag 25.

TRENDS: TOMORROW'S BUSINESSMEN

Get them while they're young. Wilbur Martin. Ja 90.
Meeting the job demands. F. Parker Wilber. Ap 127.
Source of modern-day Tom Edisons. Wilbur Martin. Mr 87.
Today's Horatio Alger heroes. Wilbur Martin. My 91.
West Points of capitalism, The. John Costello. Je 70.
What companies want most from young people. Sterling G. Slaphey. Fe 89.

TRENDS: WASHINGTON MOOD

Can an underdog find love at the polls? Peter Lisagor. Mr 21.
Down, but not out. Peter Lisagor. O 27.
How times - and men - change. Peter Lisagor. Ja 21.
"In this hour of division and doubt." Peter Lisagor. My 21.
Lame duck or caged lion? Peter Lisagor. Jl 25.
Most visible and vital man. Peter Lisagor. D 25. **
Of blunders, embarrassments, frustrations and humor. Peter Lisagor. Je 25.
President-elect's first decisions, The. Peter Lisagor. N 23. **
Spectacle that hardly suits a proud nation, A. Peter Lisagor. Fe 23.
What it lacks in pay it makes up in prestige. Peter Lisagor. S 25.
When victors are uneasy and the vanquished full of bile. Peter Lisagor. Ag 21.
Will the real LBJ please stand up? Peter Lisagor. Ap 23.

** Column heading changed to:
WHITE HOUSE MOOD

Trouble in paradise. Tait Trussell. Jl 82.

TRUCKING INDUSTRY

Trucking. James A. Ryder. Ap 124.

Trussell, Tait

How will your taxes change? D 7.
Trouble in paradise. Jl 82.
What consumers won't buy. N 7.

200 years of business leadership. Ap 40.

TYLER REFRIGERATION DIVISION

Business: A look ahead. Ag 82.

U

Udall, Stewart L.

Physical environment, The: If we don't control it, it may control us. Je 64.

Uncle Sam and the nutty solution. S 23.

UNDERSEAS EXPLORATION

Business: A look ahead. Ag 83.

UNEMPLOYABLES

Six ways to put people to work. Walter Wingo. Ag 42.

UNEMPLOYMENT

Business: A look ahead. Mr 47.
Saving, A. Mr 88.
Strapped for new employees? Je 22.

UNION CARBIDE CORP.

Chemicals and plastics. Birny Mason, Jr. Ap 86.
Everything's headed up. Ja 32.
Got a spin-off you can market? N 16.

UNION TANK CAR

Buy it - or lease it? My 19.

Unions are raiding your rights. D 34.

Unions' new organizing targets and tactics. Fe 40.

UNITED AIR LINES, INC.

Buy it - or lease it? My 19.
Direction: Up. O 39.
What companies want most from young people. Sterling G. Slaphey. Fe 89.

UNITED STATES

Is America a sick society? S 87.
New plan to give taxpayers their money's worth. William V. Roth. D 54.
Sick society? Hell, no. O 101.
Spectacle that hardly suits a proud nation, A. Peter Lisagor. Fe 23.

UNITED STATES GOVERNMENT AGENCIES

For agencies not listed here, please see under the name of the agency.

U. S. ADVISORY COMMISSION ON INTERGOVERNMENTAL RELATIONS

Business: A look ahead. D 56.
How to save billions in tax dollars. Jl 48.

U. S. AGENCY FOR INTERNATIONAL DEVELOPMENT

Business: A look ahead. Je 73.
We certainly see some silly spending. H. R. Gross. Mr 56.

U. S. AGRICULTURAL RESEARCH SERVICE

Business: A look ahead. Ja 60.
----- Fe 60.
----- Mr 46.
----- Jl 58.

U. S. AGRICULTURE DEPARTMENT
 Business: A look ahead. My 68.
 ----- Je 72.
 ----- Je 73.
 ----- Ag 82.
 ----- O 98.
 ----- N 56.
 ----- D 57.
 Starving to death in Wibaux? N 120.
 Will new monopoly force up prices? Je 40.

U. S. APPROPRIATIONS AND EXPENDITURES
 Source of pride. Fe 92.
 We certainly see some silly spending.
 H. R. Gross. Mr 56.
 Where spending could be cut. Ja 72.

U. S. BUREAU OF MINES
 In them thar hills. S 75.

U. S. CENSUS BUREAU
 Row over census: Will we get the facts.
 O 80.

U. S. CIVIL AERONAUTICS BOARD
 Business: A look ahead. D. 56.
 Is this any way to run the airlines?
 Alden H. Sypher. N 33.

U. S. CIVIL SERVICE COMMISSION
 Civil servants - a national asset.
 John W. Macy, Jr. D 76.
 Riding the gravy train. O 50.

U. S. COMMERCE DEPARTMENT
 Business: A look ahead. O 98.

U. S. CONGRESS
 How will your taxes change? Tait
 Trussell. D 7.
 Washington: A look ahead. Je 7.
 ----- S 7.
 Why safety laws aren't safe. Alden
 H. Sypher. Mr 29.

U. S. CONSTITUTION
 Not of an age, but for all time.
 Felix Morley. Jl 29.

U. S. DEFENSE DEPARTMENT
 We certainly see some silly spending.
 H. R. Gross. Mr 56.

U. S. DEFENSE SPENDING
 Business: A look ahead. Fe 61.

U. S. ECONOMIC CONDITIONS
 After Viet Nam... Jl 64.
 Business optimism fading for second half.
 Jl 36.
 Direction: Up. O 39.
 Everything's headed up. Ja 32.
 New President's biggest challenge. The.
 N 52.
 What consumers won't buy. Tait Trussell.
 N 7.

U. S. ECONOMIC DEVELOPMENT ADMINISTRATION
 Business: A look ahead. Mr 46.

U. S. ECONOMIC POLICY
 Awful alternative to real economy. The.
 Felix Morley. Fe 27.

U. S. EQUAL OPPORTUNITY COMMISSION
 Does Washington force racial bias? Paul
 Fannin. Mr 76.

U. S. FEDERAL AVIATION AGENCY
 Is this any way to run the airlines? Alden
 H. Sypher. N 33.
 We certainly see some silly spending. H. R.
 Gross. Mr 56.

U. S. FEDERAL BUREAU OF INVESTIGATION
 Business: A look ahead. Fe 60.

U. S. FEDERAL HIGHWAY ADMINISTRATION
 They won't stop just at the knee. Alden H.
 Sypher. D 31.

U. S. FEDERAL HOUSING ADMINISTRATION
 Business: A look ahead. Mr 46.

U. S. FEDERAL POWER COMMISSION
 Way to end power blackouts. The. Charles
 F. Avila. Mr 45.

U. S. FEDERAL RESERVE BOARD
 Business: A look ahead. Ag 82.

U. S. FEDERAL RESERVE SYSTEM
 Business: A look ahead. D 57.

U. S. FOOD AND DRUG ADMINISTRATION
 Cherry pie à la Washington. Fe 44.
 Uncle Sam and the nutty solution. S 23.

U. S. HEALTH, EDUCATION AND WELFARE DEPARTMENT
 Where Washington's grip begins to loosen.
 Felix Morley. Mr 25.

U. S. HISTORY - REVOLUTIONARY WAR
 Business led the fight for liberty. Bob
 Considine. Ap 65.

U. S. INTERNAL REVENUE SERVICE
 No margin for error. Ap 16.

U. S. LABOR DEPARTMENT
 Business: A look ahead. Ja 61.
 ----- Jl 58.
 Life or death for your business? Ap 37.

U. S. NATIONAL ADVISORY COMMISSION ON CIVIL
 DISORDERS
 Panacea and empty promises. Alden H.
 Sypher. Je 33.

U. S. NATIONAL LABOR RELATIONS BOARD
 Unions are raiding your rights. D 34.

U. S. NATIONAL TRANSPORTATION BOARD
 Is this any way to run the airlines? Alden
 H. Sypher. N 33.

U. S. OFFICE OF ECONOMIC OPPORTUNITY
 How poverty program throws away dollars.
 Shirley Scheibla. My 70.
 We certainly see some silly spending. H. R.
 Gross. Mr 56.

U. S. OFFICE OF SCIENCE AND TECHNOLOGY
 Business: A look ahead. Ja 61.
 ----- N 57.

U. S. PATENT OFFICE
 Danger signs for America's inventive genius.
 Mr 83.

U. S. POST OFFICE DEPARTMENT

End to the mounting mail mess. An? N 58.

U. S. PRESIDENT'S COMMISSION ON POSTAL ORGANIZATION

End to the mounting mail mess. An? N 58.

U. S. PROTOCOL CHIEF

How times - and men - change. Peter Lisagor. Ja 21.

U. S. PUBLIC HEALTH SERVICE

Business: A look ahead. Jl 59. ----- N 56.

U. S. PUBLIC ROADS BUREAU

Business: A look ahead. My 68.

U. S. STEEL CORP.

Business: A look ahead. Jl 59.

U. S. SUPREME COURT

Wanted: A non-political Supreme Court.

Philip B. Kurland. My 87.

Where burglars get better break than
businessmen. Lowell B. Mason. Fe 64.

U. S. TIME CORP.

Making the most of time. Lessons of
Leadership. Part XL. (Joskin Lehmkohl)
S 81.

U. S. TRANSPORTATION DEPARTMENT

Business: A look ahead. My 69.

U. S. VETERANS ADMINISTRATION

For Viet Nam veterans - new skills and
better jobs. O 84.

UNITED STUDENT AID FUNDS, INC.

College on the cuff. Mr 16.

Private program shows Uncle Sam the way.
My 10.

Untapped pool of hard-working help. Ja 19.

Updating Wall Street. Lessons of Leader-
ship. Part XXXV. (Harold L. Bache) Ap 71.

UPJOHN CO.

Pharmaceuticals. Ray T. Parfet, Jr. Ap 108.

URBAN INSTITUTE

Some hope for troubled cities. Alden
H. Sypher. Jl 33.

URBAN RENEWAL

Business: A look ahead. Ja 60.
Investing in people's future. Lessons
of Leadership. Part XXXVII. (James F.
Oates, Jr.) Je 99.

URBAN TRANSIT

see under LOCAL TRANSIT.

UTICA MUTUAL INSURANCE CO.

Direction: Up. O 39.

VAN DUSEN AND MEYER, INC.

Direction: Up. O 39.

VETERANS

For Viet Nam veterans - new skills and
better jobs. O 84.

VICE PRESIDENTS (UNITED STATES)

How future President could be hand-
picked. Ag 79.

VIET NAM

After Viet Nam... Jl 64.

Down but not out. Peter Lisagor. O 27.

Everything's headed up. Ja 32.

Mistakes that may lose the war. The.

Alden H. Sypher. Ja 29.

When the war ends: A world of opportunities.

Fe 36.

Will the real LBJ please stand up. Peter
Lisagor. Ap 23.

VINTAGE WINES CO.

Here's tasty (chug-a-lug) hedge against
inflation. Jl 22.

VITA

see under VOLUNTEERS FOR INTERNATIONAL
TECHNICAL ASSISTANCE.

VOCABULARY

Executive lexicon. Mr 18.

VOLUNTEERS FOR INTERNATIONAL TECHNICAL

ASSISTANCE.

Foreign aid at bargain basement prices. O 104.

VOTES AND VOTING

If you care who runs the country. S 16.

Will your vote be counted this year? Jl 40.

Will your vote count? O 103.

W

WACHOVIA BANK AND TRUST CO.

Direction: Up. O 39.

WALLACE, GEORGE

Can an underdog find love at the polls?

Peter Lisagor. Mr 21.

How George Wallace stands on business issues.

S 52.

George Wallace: Win or lose: Will he decide
it? Ja 56.

WALSTON AND CO.

Why your image is important. S 18.

Wanted: A non-political Supreme Court. Philip
B. Kurland. My 87.

WARNOCK, M. J.

Knowing your people's abilities. Lessons
of Leadership. Part XXXIII. Fe 69.

WARREN, S. D., CO.

Everything's headed up. Ja 32.

WARWICK ELECTRONICS, INC.

Appliances. Elisha Gray, II. Ap 80.

Was the struggle worth the cost? Alden H.
Sypher. S 33.

V

WASHINGTON: A LOOK AHEAD

----- Ja 7.
----- Fe 7.
----- Mr 7.
----- Ap 7.
----- My 7.
----- Je 7.
----- Jl 7.
----- Ag 7.
----- S 7.
----- O 7.
----- N 7. **
----- D 7. **

** Column heading changed to:
WASHINGTON TRENDS.

WASHINGTON, D. C.

"In this hour of division and doubt."
Peter Lisagor. My 21.

WASHINGTON GAS LIGHT CO.

Business optimism fading for second half.
Jl 36.

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Business: A look ahead. My 68.

WASHINGTON TRENDS

How will your taxes change? Tait
Trussell. D 7.
What consumers won't buy. Tait Trussell.
N 7.

Washington's discovery. Jl 88.

WATCHMAKING INDUSTRY

Making the most of time. Lessons of
Leadership. Part XL. (Joakim Lehmkuhl)
S 81.

WATER POLLUTION

Got a spin-off you can market?
N 16.
Industry cleans up. S 56.
Physical environment, The: If we
don't control it, it may control us.
Stewart L. Udall. Je 64.
Pouring money on troubled waters. S 70.

WATERWAYS

Business: A look ahead. D 57.

Way to end power blackouts, The. Charles
F. Avila. Mr 45.

We certainly see some silly spending. H. R.
Gross. Mr 56.

WELFARE

Washington: A look ahead. Ag 7.

West Points of capitalism, The. John
Costello. Je 70.

WESTERN GIRL, INC.

How to get the most from temporary
employees. Mr S-36.

WESTERN MARYLAND RAILWAY CO.

Business optimism fading for second half.
Jl 36.
Direction: Up. O 39.

WESTINGHOUSE ELECTRIC CORP.

Business: A look ahead. Je 72.

----- Ag 83.
----- O 99.

Source of modern-day Tom Edisons. Wilbur
Martin. Mr 87.
What companies want most from young people.
Sterling G. Slapkey. Fe 89.

WESTRONICS, INC.

Everything's headed up. Ja 32.

WEYERHAEUSER CO.

Business: A look ahead. Ag 83.

What consumers won't buy. Tait Trussell.
N 7.

What is AIDC? Emery D. Hoenshell. N 87.

What it lacks in pay it makes up in prestige.
Peter Lisagor. S 25.

What one company found. Ag 54.

What that company car costs. Ag 19.

What the voters want now. Je 75.

What your degree is worth. D 24.

What's essential? Ag 88.

When Election Day comes. S 16.

When executives give - and get - gifts. D 20.

When executives invest their money. N 18.

When the war ends: A world of opportunities. Fe 36.

When U. S. business goes overseas. O 24.

When victors are uneasy and the vanquished full of
bile. Peter Lisagor. Ag 21.

Where hot shots run the business. D 84.

Where secretaries go wrong. Fe 20.

Where spending could be cut. Ja 72.

Where the government spends too much. D 83.

Where Washington's grip begins to loosen. Felix
Morley. Mr 25.

Where will we stash the trash? S 73.

Which industries go where. James R. Bradley. N 110.

WHIRLPOOL CORP.

Appliances. Elisha Gray, II. Ap 80.
They call a spade a spade. Ag 16.

WHITE-COLLAR SALARIES

White-collar pay continues to climb. Jl 62.

WHITE HOUSE MOOD

Most visible and vital man. Peter Lisagor. D 25.
President-elect's first decisions, The. Peter Lisagor.
N 23.

WHOLESALE MEAT ACT OF 1967

New law's dangerous deceit. Oscar Sussman. My 34.

Why costly government. Je 104.

Why not democracy in nominations? Felix Morley. O 31.

Why safety laws aren't safe. Alden H. Sypher. Mr 29.

Why successful businessmen fail. Mortimer R. Feinberg. Mr 78.

Why they seek the Presidency. Felix Morley. Ag 25.

Why unions are running scared in '68. Je 36.

Why we'll all breathe easier. S 65.

Why your image is important. S 18.

WIBAUX COUNTY, MONTANA

Starving to death in Wibaux? N 120.

WILBER, F. Parker

Tomorrow's businessmen: Meeting the job demands. Ap 127.

Will new monopoly force up prices? Je 40.

Will the real LBJ please stand up? Peter Lisagor. Ap 23.

Will your vote be counted this year? Jl 40.

Will your vote count? O 103.

WILLS

Plan to leave a big estate? Ag 19.

WINE

Here's tasty (chug-a-lug) hedge against inflation. Jl 22.

Wingo, Walter

Six ways to put people to work. Ag 42.

WIRING-DEVICE INDUSTRY

Business: A look ahead. My 68.

WOMEN

At least it releases our hostilities. Alden H. Sypher. Fe 31.

Wooten, John

Human environment, The: Poverty - Before you can teach them, you have to reach them Je 60.

Words don't go with the music, The. Alden H. Sypher. My 31.

WORK MEASUREMENT

Your office costs can be cut. Jack H. Pollack. Mr S-28.

Working an 80 - hour week? Ap 18.

WORTHEN BANK AND TRUST CO.
Direction: Up. O 39.

Wright, M. A.

Petroleum. Ap 110.

Wrong medicine for a sick dollar, The. Je 48.

X

XEROX CORP.

What companies want most from young people. Sterling G. Slappey. Fe 89.

YZ

You can get better facts. Joseph G. Mason. Je 96.

Your credit card's secret service. N 80.

Your office costs can be cut. Jack H. Pollack. Mr S-28.

YOUTH

Business: A look ahead. Ja 61.
Get them while they're young. Wilbur Martin. Ja 90.

YOUTH AND BUSINESS

What companies want most from young people. Sterling G. Slappey. Fe 89.

31